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# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

Vol. CX, No. 10

NEW YORK, MARCH 4, 1920

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SINCE REFRIGERATORS first came into home use, they have been offered to the frugal housewife as "ice savers". But the Grand Rapids Refrigerator Company believes the real purpose of the refrigerator is not primarily to save ice, but to save food, and to save food, it must be kept cool and clean. Hence, the Leonard Cleanable Refrigerator, built "Like a Clean China Dish" is advertised, as a good refrigerator should be, to *save food*—with minimum ice consumption, of course.

It is a pleasure to deal with those who recognize the value of facts in advertising.

N. W. AYER & SON  
ADVERTISING HEADQUARTERS  
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

## WHAT IS A TRADE MARK WORTH?

A trade mark is not worth the cost of registration until advertising gives it value. Then the factory may burn—panic may depress general business, strikes may hamper production, cheap competition may disturb prices, but the worth with which advertising has endowed your trade mark remains unimpaired.

As a good will asset, a quality trade mark is worth millions and may be so estimated, legitimately, in capitalization. Financiers of industries know this, and banks recognize it in extending credit for expansion. Dealers welcome the guarantee protection of an established trade mark. Consumers demand it.

A trade mark is worth just what advertising makes it worth and there is no limit to the making, excepting the consuming power of the world.

*"Put it up to men who know  
your market."*



Consultation  
without charge  
or obligation

# FEDERAL

ADVERTISING AGENCY, INC.

6 East Thirty-ninth Street, New York

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# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CX

NEW YORK, MARCH 4, 1920

No. 10

## What Is to Be Done about the High Cost of Small Production?

A Constructive Suggestion by Which Advertising Can Help to Meet a National Emergency

By W. R. Hotchkin

WHEN the Hun Beast pressed the button and started the World War, the blazing current burned out all the safety fuses that had been placed in the circuit of world-production lines during a generation at least. Industrial organizations were racked and wrecked and age-old ideas of work and economy were dissipated to the four winds.

In Europe men jumped for each other's throats. In America they jumped for each other's pocket-books.

During all our previous history Americans have taken a pride in producing maximum quantities of everything, and making more money by definite achievement. To-day there is a frenzy of endeavor to see who can produce the least and get the most money for the little work done.

It is an American instinct to trade, or operate, rather than to create and produce, and the chief trouble with our country to-day is that conditions seem to have created the golden opportunity for most Americans and some millions of aliens to struggle into the maelstrom of trade and thus leave fewer and fewer actually to produce.

Everybody is on the jump to make money, rather than produce merchandise. We would rather rush to the Klondike for gold than to stay at farm or factory to do a good day's work every day, even at highest wages. So as

many of us as can possibly find the way to do so are grabbing at the nation's commodities as they go by, to make them pay us a toll of profit before the ultimate consumer gets them; for the ultimate consumer won't know it and will have to pay it anyway.

We Americans always have been shockingly wasteful—largely because of the apparently inexhaustible resources of natural materials and native energy. We scarcely have thirteen brains in the Nation that can conceive of what efficiency and conservation mean. We are strangers to the terms as well as the deeds; though we may chatter and write about them, we continue to waste, waste, waste materials, power, time and men.

Then came war and war's necessities—unpreparedness, executive frenzy—any price paid for any sort of goods or labor. Then, finally, the whole lid blew off and the nation paid anybody ten per cent above cost to get things done, and anything might go into "cost" and did.

Maker grabbed one thing—seller grabbed another—labor grabbed bigger and bigger wages—everybody grabbed the limit and is still grabbing it, because it is so easy to get it. The sky seems to be the limit and there isn't any top to the sky.

Now we're up so high that we're all getting dizzy. Even the callous profiteer is losing his goat. Even

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labor finds that it hasn't gained much. Nature can't be pushed aside. Water won't pile up in a heap; neither will money nor values.

Value is like mercury. It is going to spread out to exact equivalents—is doing so every day. Labor gets more money, but no more equivalent—no more goods; for the other fellow is getting his, too—always will—always must.

We're simply carrying around more money, to buy the same things that we used to get so much more comfortably with so much less money. The figures please or frighten us, according to whether we pay out or get in the sums; but this isn't the trouble. High prices are not harmful, when there is abundant money in circulation.

The harm comes from a totally different direction.

Labor knows that it formerly got paid five dollars a day and now gets ten. But while sugar formerly was six cents a pound it is now eighteen. While flour was formerly 78 cents a bag it is now \$2. While a pair of shoes was \$3.95 it is now \$7.95.

The merchant knows that his profits last year were \$675,000 as against \$475,000 two years ago; but each dollar is worth only 48 cents in what it will buy, of merchandise, of food, of trips to Florida; and that the securities he may buy are frightfully indefinite in value.

The other factor of harm is that high prices dissipate one's appreciation for value and foster vastly larger and ever-increasing wastes.

Labor counts earnings in dollars, and only needs so much—doesn't want to do more, in order to get more, as the high wages in dollars make him think he doesn't need to work more.

The manufacturer estimates his output in dollars and thinks he is doing so much more than formerly that he doesn't need to produce more, so he doesn't fight for either sales or production, and he finds it to his advantage to produce less and make buyers more frantic to buy the smaller quantities at his own prices and terms. He thinks

not at all about how he is driving prices still higher for the whole world's level, because the short-sighted man thinks he is the only profiteer.

#### WE MAY HAVE TO EAT OUR STAGE MONEY

Signs are beginning to multiply, which show that public docility with this universal robbery is going to abate. The game of "Cheating Cheaters" is beginning to pall on us, because we find that it doesn't pay—that it is highly precarious—that there is no future security for ourselves or our children. We have been playing with "stage money." Our resources have lasted through an unusually long orgy; but we can see them disappearing, and soon we may have to eat our stage money.

Now that we have climbed so high, and realize the futility of climbing any higher, we, in large numbers, have determined to get down to a safer level again; but we don't know how to turn around. It was a lot of fun getting up here, with all the hurrah and big profits; but we don't feel so enthusiastic about the return trip.

However, we are getting well fed up with advice.

The New York resident buyers in large numbers and some retail associations advise their clients or members to *stop buying*—buy from hand to mouth; so that production may catch up with consumption.

This is a lovely theory, if the wicked manufacturers would only keep right on producing when they are receiving no orders for goods.

Of course, if retailers will stop buying and will tell their customers that there are no goods—thus killing their own businesses when people have abundant money to spend, it will help production catch up—and *shut up*. That will throw thousands of people out of work and might bring wages down, after bringing down a good many factories and other buildings, and threatening the Government itself.



# "If I were President"

**I**F you were President, what would you do about the Peace Treaty and the League of Nations?"

Governors of states, mayors of important cities, members of Congress, college presidents, famous editors, prominent churchmen—replies came pouring in from all of them in answer to this question asked by the CHRISTIAN HERALD a few weeks ago.

These replies were published in the issue of February 28th. The consensus of opinion was unmistakable: *Reach a compromise, and reach it quickly!*

This fair and accurate reflection of the views of the nation's leading citizens is characteristic of CHRISTIAN HERALD policy. It illustrates how the CHRISTIAN HERALD has gained its enviable hold on the interest and enthusiasm of three hundred thousand weekly readers.

Up-to-the-minute information on all the topics of the day—brilliantly written articles covering every phase of world activity: that is what subscribers find in the editorial sections. And through the advertising columns these intelligent, prosperous men and women choose the best the market can offer to meet their daily needs.



## The Christian Herald

GRAHAM PATTERSON, PUBLISHER

New York City

Certainly, if work stops and wages are not paid and goods cost frightfully high prices, something is going to happen. Perhaps the prices of food will drop and perhaps rioters might not pay for the food at all.

Starvation will cure high prices all right, and stagnation will bring starvation. The medicine will cure the high-price disease all right enough—if you take the whole dose; and it won't do any good at all, if you don't. But you want to be rather certain about how you will feel *when you are cured*.

When Government steps in to take the place of natural laws an artificial dam is built and dangerous waters are piled up for an inevitable menace. Sometimes they can be let out quietly; but not often. When arbitrary combined action by large numbers of people takes the place of the law of supply and demand, there is tremendous possibility of disaster.

What actual material conditions exist to-day that call for drastic public action? What are the factors of panic that require the stagnation of business?

*There is not one.*

The labor question is acute. Yes. Always has been. But it is not incurable; is vastly better than it was—has been mostly the howling of Bolshevik wolves, who are on their way back to Russia or soon will be. But how can the labor question be settled by advocating the stagnation of work for labor, as the killing of orders will unquestionably do? No manufacturer—no employer of labor wants to throw labor back into hard times and shortage of work, to bring labor begging for work. We're a long journey past that desire. Even if it became a fact, we'd have to go through all this chaos again sometime; for everybody wants full justice for Labor. We won't stand for Bolshevism, sabotage, menace to public welfare, or unjustly high wages, taken out of the public pocket; but we want Labor prosperous and happy. So we can't kill their industries by stopping our purchases of goods that we need and have money to pay for.

There is just one *big job* that the people of the United States must do and do right. We mustn't be silly about it—or fanatical—or impulsive; just quietly determined, in a sensible way—

We must go to work to *cut out waste*.

We must stop the waste of *time*; the waste of *power*; the waste of *materials*; and the waste of *manhood and womanhood*.

Now, where shall we start? How shall we find the waste and how eliminate the most of it?

We've got to analyze the whole idea—develop the whole plan and then

#### SELL THE PLAN TO THE AMERICAN PEOPLE THROUGH ADVERTISING

This is Americanization work raised to the *nth* power. We must not only Americanize our immigrants, but we must sell the American idea to Americans.

We've been piling up dollars everywhere; but we haven't been piling up happiness and contentment. If we're going to be a real success in creating the best conditions that have ever existed in the world, we must create a condition of happiness and contentment for all the people of the land.

To-day we have all the necessary elements; but they are much tangled up.

We have a wonderful country—vast in size—not too full of people and with every natural resource in abundance.

We have the best Government in the world; but it got tangled up and upset during the war and we have to get it untangled. This will be done in the near future. We needn't worry about that.

We have the best machinery and other manufacturing facilities in the world and the best workmen—the most skilful, the most energetic by nature—capable of doing anything they determine to do. But they have been unwisely diverted in many ways. They have won most of their advancement by public sympathy, because most of us are working people, and want workers well paid, well housed and happy.

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## When father was a boy—

a tissue paper and comb horn furnished melody sweet to his soul, and a mouth organ an ecstasy of musical delight.

Real music in the home was about as frequent as when mother had a minute from her duties and wasn't too tired to sit down at the old square.

Nowadays the boy operates the player piano or phonograph and gives mother a rest. He begins early to develop through them a love for good music and a desire to take up an instrument of his own.

The perfection of kindred home and play appliances since father's time has been tremendous. Manufacturers now realize that

boys are a powerful marketing factor. The boy enjoys a larger personal share in modern home life. He reads and remembers the advertisements.

So the demand for an advertising medium exclusively "boy". Advertisers realize that it pays to enlist his interest in goods in the buying of which he plays a deciding part.

**THE AMERICAN BOY** has met this need. For the past twenty years this magazine has done most to group and develop the great boy market. Its more than 500,000 boy readers, averaging 15½ to 16 years old, are the very axis of the American boy world today.

**THE AMERICAN BOY**

"The Biggest, Brightest, Best Magazine for Boys in All the World."

**THE SPRAGUE PUBLISHING CO., DETROIT, MICH.**

(Member A. B. C.)

Branch Offices:—286 Fifth Ave., New York—1418 Lytton Building, Chicago

## *The most complex market in the world— and the simplest...*

150 distinct kinds of tooth brushes catalogued by a wholesale house!

More than 40 variations of one food item prepared by a single company!

In every type of manufactured articles countless variations of size, style and color have built up elaborate and costly lines. Suggestions of salesmen, the demands of jobbers, whims of consumers have added one modification after another.



For these manufacturers, the American market is highly complex and difficult to deal with.

Yet there are manufacturers in the same fields who find the market simple—without any of these whims.

A toilet goods corporation less than 5 years ago was making a line of 21 different articles. To-day the total volume is twenty times as great, and the line has been reduced from 21 items to 10.



A company making shoes does 95% of its business on a standardized, trade-marked line. Ten years ago this line represented only 5% of the annual output.

Another firm making a special type of food product to-day dominates that entire field.



The American market is the easiest to supply in the world—or the most difficult, depending on how it is approached. Back of every standardized article lies the story of a real achievement in selling and advertising.

By solving problems of standardization and by successfully presenting standardized articles to the public, the J. Walter Thompson Company is co-operating with many clients in winning rapid expansion of sales together with sharply reduced costs.

J. WALTER THOMPSON COMPANY  
*New York*

Chicago      Boston      Cincinnati      London

But an alien idea has crept in—totally foreign to American instincts. It has been fostered and foisted upon American Labor by enemies who wish to see Germany take our trade away from us.

It is the new attitude of producing less—doing less work, while demanding more money.

The American worker has always been the best producer in the world. He has always accomplished more—worked faster and with larger results than other workmen—because of his ability, his energy, his ambition to be better than others. He made a game of it. Just as American athletes conquered the world, by their speed, their agility, their skill; so the American worker excelled; and so the American soldier smashed the Hindenburg line. He is alive, alert, capable, self-reliant—first over the top.

The resultful production of American workers not only made America the leading nation of the world commercially; but it *developed the world's best men*. The man who does little, is worth little, and he rusts out, or rots out. The Bolshevik cancer has been the disease that destroyed the vitality and productiveness of American Labor, temporarily—a disease that will destroy American prosperity and American life, if not cut out.

How shall we Americanize American workmen all over again? How shall we replant the seeds of American industry, energy and ambition?

#### THERE MUST BE SOMETHING TO SELL

Only by the most thorough regeneration of the American spirit and the propagation of American ideas by the aggressive advertising of every possible agency.

The American people have always bought what was rightly sold to them.

But you can't *force* anything on them. You can't put anything over on them. You must really have something to sell them, and you must tell your story earnestly, honestly, intelligently, logically and enthusiastically.

First, you must sell the work-

ingman the idea that he must do more to have more, and convince him that everybody is going to do the same thing to secure the same result.

Let's start a slogan: "DO MORE TO-DAY." Then let's start wearing the button—get everybody wearing it. Let's root for it, as we did for the Red Cross and the Liberty Loans. Let's make it an honor to be a member of the "Do More" party, and let's mark every man and woman as a slacker who doesn't want to belong.

Let every manufacturer in the land, who does any advertising at all, carry the slogan at the top of every advertisement he prints. Let's ring it in everybody's ears day and night: "DO MORE TO-DAY," until it becomes the national habit of mind to *do more*.

Then let's start a big campaign for our "Do More" propaganda. Let every manufacturer in the United States be asked to contribute something to the fund; for it will stimulate more production in every factory in the land, if it ever gets going as it should go, and it will be the best investment the manufacturer could make.

Then let us get the advertising copy written by some writer whose heart is as big as his head—a man who can feel this thing that we want to do, and who believes in it, and who knows the heart of the worker and can talk to him honestly, enthusiastically, in his *own language*.

Let's just fill American newspapers and magazines, farm papers, business papers, posters and car-cards, programmes, form letters and every other medium under the sun with honest-to-God American propaganda. Not philanthropy, not paternalism—not the "be-a-good-little-boy" stuff; but with John Leitch "Man to Man" propaganda, and Charles M. Schwab's attitude toward employees. Let's talk our hearts out to everybody—say what we mean and mean it. Say the thing that ought to be said, and then live up to it, or grow up to it.

If we only had Theodore Roosevelt to write it!



IT doesn't reach  
all the people  
in the world, that's  
true — but in its  
own 110,000 homes,  
gentlemen, it *pulls*.

## The Outlook

381 Fourth Avenue  
New York

122 So. Michigan Boulevard, Chicago, Ill.  
6 Beacon Street, Boston, Mass.



It's perfectly feasible to do this thing:

Let the President of the Associated Advertising Clubs of the World appoint three men—the National Chamber of Commerce three men—the American Federation of Labor three men. When they are organized they will solicit funds from every industry in the country, for their propaganda advertising. They will investigate conditions and find how the sentiment of all interests lines up with their plans. They will learn all about labor conditions, especially in modernized industries, where best ideas have been applied.

When they have absorbed the full spirit of the plan and the best ideas of broad-minded men everywhere, they will begin to exploit the plan, aided by the best brains and hearts that can be enlisted for the work.

They will sell Labor the idea of *doing more work*—producing more, whenever more is paid.

They will sell manufacturers the idea of *eliminating waste* and facilitating production—

They will sell distributors the idea of *reducing selling costs*—giving more real service and less wasteful servitude—

They will sell the public the idea of *buying sensibly and economically*, without asking for useless and sentimental "service" that adds to what everybody must pay, without giving any real value to anybody.

The immediate result of such an activity, if rightly done, will be to make everybody *think* about the problem.

#### CAREFUL SPENDING WILL FOLLOW

The early result will be to make people spend their money more carefully, without causing any stagnation of trade.

A very prompt result will be to cause closer inspection of costs, wastes and inefficiency in factories and stores, by workers as well as by managers and owners.

After a not very long-delayed result will begin to stimulate workmen to take more pride in their work and their individual production than they have recently taken.

When we can get all our people thinking first about being Americans—energetic, result-producing, ambitious, successful Americans—we will create better employers, better manufacturers, better executives, better workmen, better citizens—and all other things will take care of themselves.

The nations's troubles to-day are largely mental.

Let's heal the diseased minds—eliminate the incurables as fast as the boats can run—stimulate the dormant and careless—encourage the discouraged—drown out the ravings of the Bolshevik with our Niagara of refreshing, stimulating American industrial facts and principles, and we will soon have a new people here in these United States, with a new industrial and political atmosphere.

That's what we need—American Propaganda!

Not quiet little Chatauqua talks and lyceum discussions; but *blanket America with advertising*—big, strong, commanding advertising that everybody has to read.

Have we got anything else to sell that deserves one-tenth the appropriation that should be paid to protect our industrial and national life?

When this idea is well sold, everything else under the sun will sell vastly better than ever before and everybody will have forgotten that we had a national industrial and distribution problem.

#### G. F. Hobart With Johnson, Read & Co.

George F. Hobart, who has been manager of the promotion and membership department of the Audit Bureau of Circulations, has joined the staff of Johnson, Read & Co., Inc., advertising agency, Chicago, where he will have charge of the promotion and space-buying departments.

Mr. Hobart was manager of an advertising agency in Canada before going to Chicago to join the Audit Bureau of Circulations.

#### J. F. Brown With Nichols Agency

J. F. Brown, formerly a space buyer in the Gundlach Advertising Company, Inc., Chicago, is now with the Charles F. W. Nichols Company, advertising agency in the same city, in a similar capacity.

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# The Iowa Market Centers in Des Moines

Des Moines is relatively more important to the national advertiser than most cities of 125,000 population.

For it is the commercial as well as the political capital of a market of two and a quarter million people.

Iowa's prosperity is proverbial.

## The Register and Tribune

cover the cities, towns and farms of Iowa, as well as Des Moines.

January, 1920

Paid Average

113,078

32,500 Farmers

39,243 Cities and Towns  
(outside Des Moines)

Morning and Evening 41,335 in Des Moines

Sunday Register—83,767 Paid

(29,388 in Des Moines—54,379 outside)

Our dot maps visualize our circulation distribution—ask for a set.

Member A. B. C.

**The Register and Tribune Company**  
**DES MOINES, IOWA.**

CHICAGO.....JOHN GLASS, Peoples Gas Bldg.  
NEW YORK.....I. A. KLEIN, Metropolitan Tower  
SAN FRANCISCO, LOS ANGELES, SEATTLE.....W. R. BARRANGER CO.



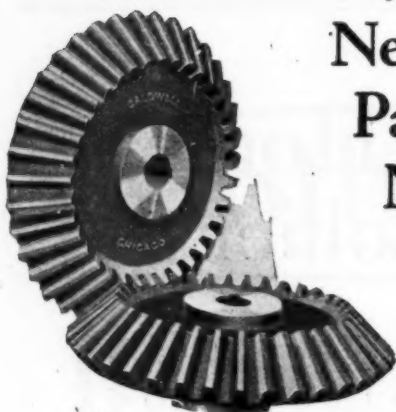
# Lewis Homes and Collier's

The Lewis Manufacturing Company has chosen Collier's as the backbone of its 1920 advertising campaign in general publications.

## Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*



# Newspapers' Part in the National Campaign

No. 5 of a Series

Illustration  
Courtesy  
The Fairbanks Co.

**W**ITH national campaigns in publications of general circulation The Baltimore News, and similar newspapers all over the United States, dovetail and interlock like the gears on a smooth-running piece of machinery.

¶ It is because newspapers give to products of universal consumption the density of circulation they must have, particularly in large cities like Baltimore, that they support and emphasize so effectively the general publicity of so-called "national" campaigns.

¶ In Baltimore, for instance, the circulation of The NEWS means, roughly speaking, a paper for nearly every white home in which English is spoken. The Baltimore dealer knows this and the effect of a campaign on the families within buying radius of his store. Can you blame him, then, for insisting on advertising co-operation that so effectively co-operates?

¶ We co-operate, too! Our Merchandising Bureau is nationally recognized for the reliability and thoroughness of its trade information. Our "Co-Operator and Retailer" is a monthly inspiration to the dealer to push advertised goods.

## The Baltimore News Goes Home and Stays Home

DAN A. CARROLL  
Eastern Representative  
Tribune Building  
New York

*have a web*  
Advertising Manager

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg.  
Chicago

# Beech-Nut Company Wins First Round in Tussle with Federal Trade Commission

Company Has Right to Refuse to Sell Price Cutters, Court Declares

THE first round in the legal battle between the Beech-Nut Packing Company and the Federal Trade Commission has resulted in a knockout in favor of the former. In a unanimous decision handed down last week, the United States Circuit Court of Appeals for the Second Circuit, sitting in New York, sets aside the order issued by the Commission against the Beech-Nut concern.

Our readers will recall that several months ago this governmental body commanded the company to cease and desist from refusing to sell to distributors, who either fail to observe the resale prices suggested by the company or who sell to other distributors who fail to observe such prices. It was the Commission's allegation that the Beech-Nut policy in this respect constituted unfair competition in violation of Section 5 of the Federal Trade Commission act.

In its answer to the complaint the Beech-Nut Packing Company denied that its merchandising policy violates any Federal statute. It stated that its selling contract with its customers does not constitute a contract whereby resale prices were fixed or enforced. The company affirmed further that it "has not requested or effected, in any manner, any contract, agreement or understanding whatsoever, whether directly or indirectly, for the purpose of fixing, maintaining and enforcing resale prices." The company gives an unqualified title to the buyer upon each sale and imposes no restraint upon the right of the buyer to resell the product he has bought at any price he voluntarily selects. All that the company has done, it declares, is to decline to sell to dealers who did not ob-

serve the fair and reasonable prices suggested by it, thus exercising its constitutional right to select its own customers.

The court squarely upholds the legality of the stand taken by the Beech-Nut Company. Its policy, according to the decision, is not a violation of the statute in question. The opinion of the court is based largely on the decision of the United States Supreme Court in the Colgate case. In his conclusion Presiding Judge Ward said:

"But we understand the Supreme Court to hold in *United States vs. Colgate & Company*, 250 U. S. 300, that a similar but less drastic method of sale constitutes merely the exercise of a man's right to do what he will with his own and is not obnoxious to the Sherman act. The acts as found by the Commission, being supported by testimony, are conclusive, but the effect of them is a question of law to be expressed in a conclusion of law and the Commission so describes it. We do not see how this conclusion can be sustained in face of the decision in the Colgate case. The order is reversed."

In his separately filed concurring opinion, Judge Manton declared:

"In view of this recent pronouncement in the Colgate case, and even accepting the finding of facts of the commission, I think we are forced to the conclusion that the acts found and charged in the method of doing business under the 'Beech-Nut merchandising policy' are not unfair methods of competition and that, therefore, this court must hold, as a matter of law, that the commission exceeded its power in making the order appealed from."

The Beech-Nut case, of course,

does not establish any particularly new precedent in the history of price maintenance. Nevertheless, if the Supreme Court upholds the decision of the lower court, assuming that the case will be carried higher, it would then seem as though at last a legally approved avenue would be opened up for the protection of resale prices. The Colgate case, it must be remembered, was the precedent breaker. But that decision, important as it was, did no more than to show that a manufacturer incurs no criminal liability in refusing to sell the price-cutter.

The civil liability of such a manufacturer, however, under the friendly spirit by the Commission was not determined. The Beech-Nut case was instituted in a friendly spirit by the Commission so as to get an authoritative ruling on this other phase of the question. The fact that the lower court in rendering this new decision recognized the Colgate precedent is important. It seems to indicate that in testing the Colgate plan, as it is now generally called, under the Clayton act or the Trade Commission act, the Supreme Court will arrive at the same conclusion that it did in measuring the plan under the Sherman law. The fundamental principle established by our highest court in passing on the Colgate plan is "that a manufacturer or trader," as Charles Wesley Dunn, the counsel in both these cases, puts it, "engaged in an entirely private business, has the undoubted right to exercise his own independent discretion as to the parties with whom he will deal and to announce in advance the circumstances under which he will refuse to sell," provided, of course, that there is no intent to create or to maintain a monopoly.

### C. E. Foerster, Rate Manager, Randall Agency

Charles E. Foerster, who has been associated with the Fred M. Randall Company, advertising agency, Detroit, during the last six months, has been appointed manager of the rate department of that agency.

### O. C. Harn, Heads "Save The Surface Campaign" Fi- nance Committee

O. C. Harn, of the National Lead Company, New York, representing the National Paint, Oil and Varnish Association, has been made chairman of the finance committee of the "Save the Surface Campaign." This campaign, a co-operative advertising campaign of the paint industries and collateral industries, described in *PRINTERS' INK*, March 13, 1919, seeks to increase the use of paint and varnish products in the United States. The campaign has been in progress for a period of more than one year.

Other members of the finance committee are Carl J. Schumann, Hilo Varnish Co., Brooklyn, representing the National Varnish Manufacturers Association, and S. R. Matlack, George D. Wetherill Company, Philadelphia, representing the Paint Manufacturers Association of the United States.

### Burnett Account With Hoyt's Service

The Joseph Burnett Company, Boston, maker of "Burnett" Vanilla and other extracts, has put its advertising account in the hands of Hoyt's Service, Inc., advertising agency, New York.

E. Francis Swan, sales manager of the Burnett Company, has been appointed advertising manager of the Burnett Company with offices at New York.

### L. C. Lau, Advertising Di- rector, Bagley-Allison Newspapers

L. C. Lau, recently advertising manager of the *Nashville Tennessean*, has been made advertising director of the Bagley-Allison group of newspapers: Fort Worth, Tex., *Record*; Ranger, Tex., *Times*, and the Wichita Falls, Tex., *Record News*.

### C. B. Leach at Chicago for "Power"

C. B. Leach, who has been representing *Power*, New York, a McGraw-Hill Company, publication, in the Philadelphia territory for the last two years, has taken charge of the Chicago territory for that publication, succeeding A. H. Maujer, who has resigned to enter business for himself.

### A New Trade Paper Campaign

The American Steam Conveyor Corporation, Chicago, has undertaken a trade-paper advertising campaign for its "American Trolley Carrier," a labor-saving equipment for handling coal, ashes, etc. Contracts are now being placed.

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# Advertising Agents Awake to the Menace of the Press Agent

American Newspaper Publishers Association Appeals to Agents to Help Stop Flood of Free Publicity

FOUR messages at intervals of one week apart have been sent to the leading advertising agents by the American Newspaper Publishers Association through its manager, Lincoln B. Palmer. These four letters epitomize very neatly how the press agent interferes with and intercepts real advertising.

The trouble with this whole press agent business is that, so long as some reputable newspapers continue to print free advertising, advertisers and agents who at heart despise free graft feel compelled to scramble for their share of the pickings, lest their competitors outdo them at the game.

And, as a matter of fact, it is usually the inferior agent or the smaller advertiser who succeeds in getting the most lines of fake publicity.

Mr. Palmer's four letters are given below. The replies will shortly be issued in bulletin form. They demonstrate that the advertising agencies of the country are alive to the damage that is being done and would be happy if the newspaper editors of the country would turn the free publicity seekers over to the advertising managers of the newspapers for advice on the question of how the publicity matter they so anxiously prepare may be properly given to the public.

Mr. Palmer's four letters follow:

It is assumed you fully realize the truth of the statement that the more free advertising or free publicity published by newspapers, the less paid advertising both for them and for you.

It is not, however, this selfish viewpoint to which we desire to draw your attention, but rather to the fact that no advertising success has ever been made by the use of free publicity, and to the further fact that free publicity is but the hokus pokus in the field of advertising. It seldom, if ever, brings results commensurate

with the time and money spent in its seeking, and in many cases proves a disappointment to the advertiser or prospective advertiser using it, which at least tends in the direction of his partial or total loss of confidence in paid advertising.

Possibly you are aware of the fact that certain agents in soliciting advertising accounts have offered to secure much free publicity as a part of their "service." Do you believe such solicitation tends to create confidence in advertising?

We trust you agree with us that the seeking of free publicity is a pernicious and harmful practice—harmful to all concerned—the advertiser, the agent, and the publication—and that you will aid in our effort to bring about the discontinuance of its seeking without the enactment of laws similar to those prohibiting the granting of passes by railroads.

In this connection we may draw your attention to the fact that the so-called Post-Office Law of 1912 prohibits the printing as news of any matter for which consideration is given unless marked with the word "advertisement." It is obvious that free advertising as news given in connection with an advertising campaign would be properly classed as having been given for a consideration.

In view of these facts and many additional reasons we hope you will not only refrain at all times from asking complimentary publication of any matter whatever, but that you will use your influence with others to the same end—particularly to stop the bartering of advertising space in exchange for, or as a reward for, free publicity.

Just as little barnacles impede the progress of the ship, so do little confidence destroyers in advertising impede the progress of advertising, which is your business.

Your worst competitor is not the agent who develops good merchandising plans, and good advertising, and is jealous of his own reputation as well as the reputation of all advertising, but the agent who takes a secret pride in his ability to "put something over." The former helps advertising; the latter hurts advertising, and your business. His work is the confidence destroying barnacle.

One of the confidence destroying barnacles was the old "Publicity Agent" now fast disappearing, but who still works under the protection of some agencies, promising and sometimes even attempting to dignify the "free reading notice."

It is to the advantage of every good agent to help in every way to discourage the practice. The association is doing all it can to discourage it and will continue to do so.

The seeking of free publicity is without a doubt a pernicious and harmful practice, harmful to the advertiser, the agent and the publication. It is therefore to your advantage as well as to the advantage of every one of your clients to discourage it every time the opportunity offers.

May we count you among those who will help?

Any suggestions you may care to make will be appreciated.

This association wants to help the better advertising agents to eliminate one of the strong competitive forces that have been working against them.

It needs your co-operation, as well as the co-operation of the publishers to succeed.

We are working constantly to create and uphold confidence in advertising; indeed, without confidence, being an advertising agent would not compare favorably with the business of the side show barker.

Yet there is still a practice indulged in by some of the advertising agents which is continually *destroying* confidence in legitimate advertising.

We refer to the cheap appeal to vanity and the "get something for nothing" idea, that many agents have always used, and some are still using to solicit your accounts, the promise of "free readers."

Because of the emphasis laid upon the "value" of this "service" some advertisers have come to believe that "free reading notices" are more valuable than legitimate advertising.

The old time "Publicity Agent" was always a menace to the advertising agency, but happily he is fewer in number now, and his game is harder to work, also the newspapers that can be worked are fewer in number, but we still need more of the better agencies to help by discouraging the practice at the source and we hope we may count upon you to do your share to protect legitimate advertising. Any suggestions you may care to make will be appreciated.

### C. E. Bailey With Paragon Motor Car Co.

Charles E. Bailey, who has been assistant sales and advertising manager of the Templar Motors Corporation, and of the Hal Motor Car Company, both of Cleveland, has been made general sales and advertising manager of the Paragon Motor Car Company, Connellsville, Pa. The Paragon Motor Car Company was recently incorporated to manufacture a four-cylinder motor car.

Frank H. Armstrong, president of the Chicago wholesale grocery firm of Reid, Murdoch & Co., died last week at Daytona, Fla.

### Financial Publishers Consider National Advertising

The Financial Publishers Association of the United States in a meeting at Chicago last week started a move for a national advertising campaign in behalf of the various financial journals that are members of that association. A promotion committee was appointed to make final decision on the matter of presenting the merits and advantages of these publications before the national advertisers of the country.

After an address by Stanley Clague, managing director of the Audit Bureau of Circulations, the individual members of the association not members of the Audit Bureau of Circulations were encouraged to join at once.

The association appointed Philip J. Syms its New York representative and Herbert Armstrong to act in a similar capacity in Chicago.

The association was formed last fall at a meeting in St. Louis. Its plan is to do co-operative work among publishers to improve bank publishing conditions. The officers of the association are: President, Haynes McFadden, publisher of *The Southern Banker*, Atlanta; vice-president, Clifford DePuy, publisher of *Northwestern Banker*, Des Moines; secretary and treasurer, R. Fullerton Place, editor and manager of *Mid-Continent Banker*, St. Louis.

### H. C. Bailey Is Now Advertising Manager

The International Motor Company, New York, manufacturer of Mack trucks, has appointed H. C. Bailey as advertising manager to take the place of D. O. Skinner, who recently resigned. Mr. Bailey has been with the International Motor Company for a number of years. His activities have been centered principally in Chicago and St. Louis.

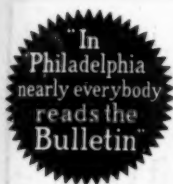
P. L. Sniffin has recently been made assistant editor of the International Motor Company's house-organ, "The Mack Bulldog." Mr. Sniffin is also in charge of the Mack publicity bureau.

### Samuel W. Peck Account with Redfield Agency

The Samuel W. Peck Company, maker of "Sampeck" clothes, New York, has put its advertising account in the hands of the Redfield Advertising Agency, Inc., New York.

### E. W. Sears with Omaha "Bee"

E. W. Sears, formerly of the advertising department of the Pillsbury Flour Mill Company, Minneapolis, is now a member of the service department of the Omaha *Bee*.



"When people actually pay for the privilege of reading a paper, the advertiser gets full value for his money."

PRINTERS' INK, February 26, 1920.

When you buy advertising space in The Bulletin, you deal in known quality and quantity, and enjoy the benefit of known rates that are absolutely not deviated from.

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

The Bulletin's circulation figures are net; all damaged and unsold copies have been omitted.

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody reads"—

# The Bulletin

January  
Circulation **463,551** Copies  
a day

The Bulletin is the only Philadelphia paper which prints its circulation figures regularly each day.

# This book helps your sales force cover *Toledo* quickly



The Advertising Promotion Department of THE NEWS-BEE is equipped to give the national ad-

vertiser and advertising agency that degree of practical and intelligent cooperation offered only by the most enterprising publishers in the country.

If your salesmanager or crew manager reports to THE NEWS-BEE office immediately on entering Toledo he will receive assistance that will eliminate a lot of waste effort.

Route lists, maps, introductions to leading buyers, jobbers, letters to dealers, etc., are his for asking. You will also find the dealers particularly receptive when assured that your advertising will appear regularly for a reasonable length of time in THE NEWS-BEE. This newspaper carries the bulk of the food, soap and toilet-goods advertising in Toledo.

For information on trade conditions or copies of booklet, entitled "The Market and the Medium," write the Cleveland, New York or Chicago offices of the Scripps Newspapers. (See opposite page.)

## The Toledo News-Bee

A Scripps Newspaper



The circulation of *Scripps Newspapers* is built upon the Rock of Reader Faith.

These newspapers are leaders of thought in practically a million American homes.

Honest, vigorous and fearless in character, *Scripps Newspapers* are the attorneys-at-large for the community.

*The*

# Scripps Newspapers

CLEVELAND:  
Union National  
Bank Building.

NEW YORK:  
Marbridge Bldg.

CHICAGO:  
First National  
Bank Building.

Foreign Advertising Department

# Q. E. D.

"A straight line is the shortest distance between two points."

That, in geometry, is an axiom—a self-evident truth.

In advertising it is equally true.

Reduced to its simplest analysis, the advertiser's problem is simply this: to find the straight line—the shortest distance—between two points—his product and his market; to find the newspaper that will carry his message straight to the spot he wants to attack, without the expense of outside, non-essential circulation.

In the case of the Chicago market the solution to his problem is as simple and as easily demonstrable as a geometric theorem.

The Daily News has 400,000 circulation. 94% of that total is concentrated directly in the city and suburbs of Chicago—exceeding by nearly 100,000 the circulation of any other daily newspaper in that field.

The daily paper that is second in point of local circulation has only 62% of its circulation in Chicago and suburbs.

The efficient advertiser takes the *direct* route. To swerve away from the main point of attack might give his competitors a chance to walk off with the big prize—the Chicago trade. He concentrates his selling efforts on the territory from which his biggest sales emanate, through the paper that most completely covers that territory.

The Daily News does *not* cover La Porte, Indiana, or Lima, Ohio. It *does* cover Chicago—and covers it so completely, so thoroughly, that it can, by its advertising dominance, practically sway the buying habits of the great Chicago public. Therefore—

## The Daily News

*First in Chicago*

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# How National Advertisers Choose Their Retail Outlets

Manufacturers Are Becoming More Discriminating in the Distribution of Their Products and Endeavor to Safeguard Prestige by Picking the Right Dealer

By G. A. Nichols

ONE of the principal departments in a certain big jobbing organization has to do with the opening of new stores. Its object is to induce people to enter the business of retailing. It works among clerks, traveling salesmen, professional men and others who may have the capital to go into business and possess the mental and physical equipment which may make success possible.

This department, under the direction of the advertising manager, has compiled a lot of expert data which is at the disposal of its prospects. It keeps a list of towns where there are openings for new stores. It can tell the predominant racial or religious characteristics of any town, all about the social surroundings, the educational facilities and the climate. It can tell if there is a vacant store building and how much rent is asked for it.

The advertising columns of the daily newspapers are utilized to bring inquiries from prospects. These prospects are analyzed and, if they measure up to certain qualifications, are cultivated with the object of starting them in business and selling them a bill of goods.

The sales manager tells PRINTERS' INK that this is one of the most important branches of his selling activities. So many retailers buy by the wayside or do not measure up to their opportunities and so many develop migratory buying habits that a constant infusion of new blood is necessary. In fact, the dealer mortality is so terrific that the house has to shoulder a constantly growing advertising burden of practically creating new retailers in order that there may be satisfactory development in its output.

The wastefulness and the expensiveness of this kind of business-getting is obvious. Yet it is a thing that has to be faced with variations by practically every concern that sells to retailers. Even when they are given intensive and effective dealer helps, many retailers cannot be restrained from wandering away.

Verily, it is one thing to get customers and another to keep them. This being the case it is getting to be more the fashion among manufacturers and jobbers to use discrimination in the selection of their customers. Instead of throwing the gates wide open for anybody to enter who will, it now is deemed good business to insist upon the retailer having certain qualifications and prospects before he is entrusted with the line. It is getting to be a condition where "many are called but few are chosen."

WHAT IS BEST POLICY, IN THE END?

This discriminatory selling policy is by no means free of complications either. The manufacturer or distributor is sure to run into snags and to encounter the possibility of limiting his output arbitrarily. If a concern sells only one merchant or two merchants in a town, then its every-day selling burden is lessened. But how is it going to be sure that this policy is giving it all the distribution to which it is entitled? Is it thus antagonizing other merchants and building up a line of resistance that may make trouble later on?

There are difficulties and problems either way. But if it were all smooth and easy sailing with no complications at all, then what would become of the advertising man's job?

It is entirely possible and prac-



licable to give favored treatment to certain live retailers even though a concern's goods be offered freely to every retailer. This is shown in the selling policy of Butler Brothers; wholesalers of general merchandise. Under their system of doing business, any retailer in good standing who asks for a copy of the catalogue gets one. If Butler Brothers send their catalogue to a retailer, they can hardly refuse to sell him any merchandise that he may want to order. The variety man, the dry-goods man, the grocer, the furniture dealer, the hardware man and the druggist each may have the catalogue and the privilege of buying the merchandise advertised.

Just the same, there is one best customer for the company in that town, or possibly two. The selected customer gets the benefit of special retail sales plans which are offered to him exclusively for use in his community. With each sales plan goes complete advertising and window-trimming directions—also certain merchandise which is not listed in the catalogue. Other special merchandise offerings are made from time to time to the preferred list. These better customers have the advantage in that they get the cream of Butler Brothers' selling co-operation which really means something.

The favored dealer in each town is selected as the result of data turned in by its visitor department. The favored store is not necessarily the largest in town. It may be several places removed from the largest. It is selected on the basis of the retailer's general ability and on his willingness to co-operate in putting over the selling plans out of which both buyer and seller shall benefit. Butler Brothers often pick a second- or third-rate store and by the process of development and co-operation bring it up to a place in the front rank.

False pride, such as "found only in the best stores" idea has no part in this selling scheme. The company places its goods where they can be sold to the best ad-

vantage. If the recipient of the special sales plans facilities does not make out of them what he should—and this is quickly ascertained by his record of purchases—then the plans most likely will be given to a second choice or perhaps to a third.

In the case of the manufacturer who sells a specialized line like clothing, the problem is much simpler than with a jobbing firm that offers for sale more than 40,000 items of merchandise as Butler Brothers do. But the manufacturer, generally speaking, has not been able to find a royal road to 100 per cent representation, either. It is with him pretty much a matter of education and development.

#### HART, SCHAFFNER & MARX NOT AIMING FOR "BEST" DEALERS

Hart, Schaffner & Marx make much capital out of the quality of their clothing. The advertising in consumer mediums dwells upon the pure wool and the high-grade expert workmanship. The strongest talking point of this firm from a consumer standpoint is quality. Yet you never hear Hart, Schaffner & Marx talking about their clothing being "found only in the best stores." Neither do you see this firm's salesmen talking exclusively upon the bigger and more showy stores of a town and passing up the smaller fellow.

"There isn't any special rule we follow in this matter of selling," a Hart, Schaffner & Marx official said to *PRINTERS' INK*. "It is simply a matter of judgment. Our advertising men and salesmen try to use their heads and to approach the matter from a broad standpoint of progressive salesmanship.

"Very often we get our line of clothing into a retail store that in comparison with others in the town might be termed inferior. When we do this it is because we see possibilities in that store that we cannot see in the others. Then we work with this dealer until gradually his store becomes one of the best and highest-class clothing establishments in town.

"The matter of prestige is something that we do not worry much

about. We feel we have little or nothing to gain in that respect. Suppose the biggest and best store in a town wants to take on our line. Do we feel honored or flattered by this? Not unless we can satisfy ourselves that the dealer will co-operate with us to the utmost in putting the line over. If he is not willing to use our methods as well as our clothing, then it is much better business from our standpoint to select some smaller retailer who is willing.

"One of the main qualifications we seek in a dealer is to have him receptive to our ideas. We prefer that to anything else. For if he takes on our line of clothing and then works with us enthusiastically, allowing us to work with him the same way, we are sure to make him one of the best clothing merchants in his town. We do this through a process of education. It is easy to see that this in the end is vastly better for us."

Another enthusiastic advocate of the policy of building up retailers into the best, rather than

insisting that they be the best in the first place, is the Kaynee Company, of Cleveland, maker of specialties such as boys' blouses, shirts, washsuits, rompers and the like. This company's policy is based upon the wise advertising principle that the immediate sales are not so much to be sought after as those that will come to-morrow, next week and next year.

H. B. Kohorn, advertising director of this company, refers to "found only in the best stores" as a lovely slogan but a very dangerous one, just the same. He insists that to advertise such a thing is making an entirely unnecessary reflection on many retailers who realize that they are not the best dealers in the community and yet are prompt in meeting their obligations and responsibilities and efficient in selling large quantities of merchandise.

Mr. Kohorn expresses a lively satisfaction over the national reputation his house has gained in having many of the largest and

**The  
George L. Dyer Company  
42 Broadway  
New York**



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

most progressive stores in the country handle its goods. At the same time he insists that he is doubly happy in the knowledge that Kaynee products are not confined to this exclusive line of stores, but can be bought in stores which are considered second- or even third-class.

#### HOW KAYNEE DEALERS ARE CHOSEN

"The wonderful representation we now enjoy has probably been as much a matter of evolution as anything else," Mr. Kohorn said, to **PRINTERS' INK**. "To-day our salesmen are thoroughly imbued with the idea that Kaynee goods must be sold not necessarily in the best stores as they are commonly known, but in the stores that are best for us.

"There is quite a distinction in these two classes. The best store in a given city might be the best store for Kaynee, but the best store in that city might also conceivably be anything but a shop that caters to the particular field that we specialize in. It seems to me that with most of our salesmen the selection of new dealers is automatic, that the men are so thoroughly grounded in Kaynee merchandise and ideals that it never occurs to them to make a connection with an institution whose standing in a given community leaves something to be desired, or which is not capable of carrying out the merchandising methods that we so emphatically stand for.

"We have no definite form of record on prospects, but our men almost invariably make comment on the class of store they have solicited. It will occur to one of our salesmen in going into a town where we previously had no representation to offer the line to a dealer who could not represent us properly. A few representative accounts will be called upon and if it so happens that none of these can be sold, our salesman would rather leave without any business than to place the line unfavorably.

"Recently we made an investigation and discovered that hundreds of dealers who do a comparatively small business, and who do not operate the largest stores

in their community, are nevertheless loyal Kaynee patrons, realizing that it pays them to handle high-quality merchandise, just as it pays us to manufacture it.

"Our salesmen are expected to exercise good judgment in the matter of selling. If the dealer is interested in the character of the goods we are making, if he is interested in our policy of selling, our guarantee, our advertising and shipping and billing, if he is interested in the reputation which we have established, he is the logical man for a Kaynee dealer. Our salesmen must sell him interest plus not only in our product but in our policy as well. There is nothing fixed or arbitrary about our system—simply the natural working out of the ideas and ideals the house of Kaynee stands for."

Mr. Kohorn in his discussion of the company's policy of catering to the smaller stores as well as to the larger ones, brought out an important principle of advertising and distribution that sometimes is overlooked by concerns that pay out a lot of money for good national advertising.

"We advertise our goods to the people of the country as a whole," said he, "and therefore it is essential from our viewpoint that our merchandising be done on a basis that will make it easy for the people to get our goods. If a woman in a suburban community is influenced by our advertising to the point of asking for Kaynee products we do not think it just fair to oblige her to make a trip downtown to get them. She ought to be able to find them in her community store.

"The same thing holds good in the case of the woman in the small town or rural community. If we advertise our goods to her and then confine the distribution to the larger and more important stores, she can only buy our goods when she goes to a nearby city to shop. This probably means that she would not buy them at all. We are going to do all we can to assist people to obtain our goods readily. This is why you can see complete stocks of our merchandise in some stores that do a com-



## 2,454,259 Acres

of Bird Sanctuaries, is the grand total which has to date been pledged by land owners in the Bird Sanctuary campaign of The Green Meadow Club, founded and conducted by THE PEOPLE'S HOME JOURNAL.

"I hope the people of the United States realize how closely related to this whole question of food saving is the question of the protection and encouragement of insectivorous and migratory birds."

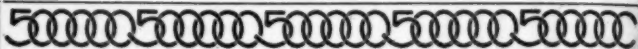
*Herbert Hoover*

"I want THE PEOPLE'S HOME JOURNAL to know that I am in hearty sympathy with the attention which it is giving to the protection of insectivorous birds. I am glad to see the JOURNAL take the lead in such an important matter."

*Governor Henry J. Allen, Kansas*

**The People's Home Journal**  
**NEW YORK**

*For 35 Years the Magazine for Every Member of the Family*



**C**HARLES AUBREY EATON is one of the very few individuals who, in these days of unrest, enjoy the confidence of the man in the shop and the respect of the man in the office. He is, accordingly, one of the very few individuals capable of helping the country to a solution of its great problem. His articles and editorials are appearing exclusively in Leslie's—because he selected the medium (just as the advertiser does) whose circulation is recruited to the extent of 58% from the employing class.

FRANK L. E. GAUSS

*Advertising Director*



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# Leslie's

*Illustrated Weekly Newspaper*

Half a Million Guaranteed

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# Homes

- churches and a "home town" spirit
- Brooklyn pleads guilty

# Half a Million Families

- 8300 factories
- six separate business sections
- 1258 miles of streets
- 200,000 buildings

that's Brooklyn, too.

Go *directly* for this market

through

# The Brooklyn Eagle

*Dominant in Brooklyn*

Third in 1919 advertising lineage among the eighteen New York papers.

A. B. C. Member

O'MARA & ORMSBEE, Foreign Representatives

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paratively small volume of business and where the owner is hardly up to the desired standard of efficiency—and even may be lacking in the matter of gilt-edged credit."

#### THIS QUESTION HAS TWO SIDES

Mr. Kohorn brings up a strong point here. There are two sides to it, of course, and one lays himself open to criticism if he takes a definite stand either way. But it does seem as if there were some business sense lacking in a selling policy that covers the country with good advertising and then by a winnowing out policy among retailers restricts the distribution. This is nothing more or less than creating a demand and at the same time arbitrarily producing a condition whereby the demand cannot be filled.

We see a parallel in the case of the retailer who draws people to his store by an aggressive advertising policy and then offers them only a part of the things they readily would buy from him if he had them to sell.

The trouble with some manufacturers, as **PRINTERS' INK** has said before, is that they place too high an estimate upon the retailer in some respects and too low in others. Seemingly they lack the ability to discriminate. Some place too strong an insistence upon their customers being hand-picked. Others far underestimate the retailer who may not be 100 per cent in many of the things that the manufacturer naturally wants to see.

The advertising task is only partially done—yes it is only started—when it has created a demand for a product. The big and important job for the advertising to do is to build up and line up the retailer.

Some manufacturers, however, while willing to acknowledge and admit the soundness of the principles just set forth, insist that the best plan in the long run is to select their dealers through a careful process of hand picking. This idea prevails mostly in factories where the output is confined to one or two widely-known nation-

ally-advertised articles, or perhaps only one.

The Hoosier Manufacturing Co., of New Castle, Ind., maker of kitchen cabinets, goes on the basis that the agency for the Hoosier kitchen cabinet is an important asset and should be conferred only upon the most worthy retailers. The retailers' desirability is in each case passed upon personally by the district sales manager. If he is not thoroughly familiar with the standing of the various dealers in a town he usually will visit the town in company with the salesman in charge of that territory and make a careful inspection. The points upon which a retailer has to pass an examination before he can get the agency for the Hoosier kitchen cabinet take in his general ability and efficiency, his credit rating, the location and appearance of his store, the condition of his selling organization and the manner in which his advertising is handled.

"It is a very rare thing for us to make a change in Hoosier agencies," said E. G. McQuinn, sales manager of the company. "This is why we deem it so important to get the right man at the beginning."

But the company's policy is not nearly so ironclad as it might seem. If no thoroughly desirable retailer is available in a town, the company will take the best there is. It would be a mighty queer town where there was not at least one retailer capable of being developed to a point where he could represent a manufacturer in a creditable manner. It often has been the case, too, that a so-called second- or third-class retailer proved more receptive to advertising and selling ideas than would his larger competitor. The larger and more successful a retailer grows the more highly he is likely to regard his own ideas and those of others are pretty sure to suffer by comparison. Catch him when he is struggling to get ahead, help develop him so he can get ahead and then when he does get there you have a first-class merchant who generally will co-operate with you to the limit.

The American Ever-Ready Works and the National Carbon Company are very careful in the selections of their retail dealers—which selections are made on the basis of the salesmen's reports—but do not insist so much upon size as upon certain other characteristics.

#### MUST REPORT DEALER'S GENERAL ATTITUDE

The salesmen in reporting upon the dealer he visits is required to report on the latter's general attitude—whether he is enthusiastic, aggressive or indifferent. Then there must be noted the general appearance of the store, the number of display windows with their dimensions and appearance. Another point is the general appearance of the stock. If the dealer is sold a line of these companies' goods he then is subjected to periodical inspections to ascertain the degree of intelligence and energy with which he pushes the merchandise. He gets continuous and valuable co-operation from the manufacturer. In fact, his ability to absorb and utilize this co-operation is one of the important elements entering into his selection.

The American Ever-Ready Works and the National Carbon Company fight shy of the dealer who sells mainly on price. This is done on the assumption that he naturally cannot make a success of selling advertised products.

"Everybody knows," said an official of these companies, "that a price cutter upsets the good will of reliable dealers in any locality. It always is our object to promote a friendly feeling between the various dealers in a town who are selling our goods. This brings about a condition of general boosting and co-operative advertising efforts that are sure to work out well for everybody concerned."

#### New York League of Advertising Women Dinner

The League of Advertising Women, New York, will hold its annual dinner dance on March 16 at the Astor Hotel, New York.

#### A Slogan Made Advertiser Use Both Sides of Sign Boards

The paint and varnish industry's advertising campaign, which started last March, has as the backbone of its appeal a trade-mark slogan: "Save the surface and you save all." Every advertisement uses this trade-mark in a dominating way. In fact, every time the campaign moves—the trade-mark moves with it. It's the trade-mark of the paint and varnish industry.

Only in this way can it ever hope to acquire public recognition. "Save the surface and you save all" means something. Most trade-marks don't. It tells the whole story to the thinker—the copy that follows it makes more thinkers and buyers. It is easy to make thinkers and then buyers when you have a good product to offer. This campaign, no doubt, made thousands. I know of a few which came to my attention.

For instance, an outdoor advertising sign company wrote: "Your advertising appeal convinced us that we should paint all of the woodwork on our sign boards on all sides. Something we never did before."—Charles S. Netzorg, advertising manager of Heath & Milligan Manufacturing Company, Chicago, before the annual convention of the Associated Advertising Clubs of Minnesota at Duluth, Minn.

#### Jeffries and Bradley With Birmingham "Ledger."

W. H. Jeffries has been made assistant advertising manager, and Harry Bradley has been made manager of the classified advertising department of the Birmingham, Ala., *Ledger*. During the last eighteen months, Mr. Jeffries has been with the Birmingham *Age-Herald*. He has been connected with newspapers of Birmingham, including the *Ledger*, for the last thirty years. Mr. Bradley, who had also been with the *Ledger* before, was recently discharged from the army with the rank of lieutenant.

#### W. K. Porzer in Chain Store Advertising

W. K. Porzer, recently circulation unit head for the McGraw-Hill Company, Inc., publishers, New York, has been made advertising manager of the Newark Shoe Stores Company, Baltimore, Md., operators of a chain of shoe stores in twenty-four cities. Before joining the McGraw Hill Company, Mr. Porzer had been advertising manager of the Westfield Manufacturing Company, Westfield, Mass.

#### American Art and Advertising Service Changes Name

The American Art and Advertising Service, New York, has changed its name to Bistran, Caldwell & Hills, Inc.

# A New Development in Selling Fish by Mail

The Frank E. Davis Company, of Gloucester, Mass., Takes Pages in the Sunday Newspapers to Advertise in Department-Store Style

SUPPOSE you were in the business of selling goods by mail and depended on national advertising to bring you inquiries. Suppose you had a good follow-up system of letters and circular matter which brought you substantial returns. Suppose you had followed all the customary methods of attracting a high class of customer. There still remains a large percentage of the population which may not have seen your magazine advertising or circular matter; or if it has seen them, they have not acted upon them. Or perhaps there are many old customers who have not ordered for a long time. Some new method, then, is needed to gain a new list of customers and to stir up the old.

Let us imagine that this was recently the situation of the Frank E. Davis Company, of Gloucester, Mass., which advertises itself as "The original and largest mail-order fish company in the world." This assertion, by the way, is not disputed. The Davis company was established in 1885, and has been selling fish by mail almost as long until now it can boast of serving some 100,000 families annually.

The Davis company has been advertising nationally for a good many years. Its copy, headed by a cut showing a fish leaping directly from the ocean into containers, or showing simply a hand grasping a mackerel, is a familiar sight to magazine readers. The Davis company, in the course of a recent survey of its business, felt confident that it had established its goods into the national consciousness. But it wanted something to rouse that national consciousness and stimulate it into actual orders.

It decided on a new kind of newspaper advertising. The company has been using newspaper

copy for some time, chiefly for the purpose of obtaining inquiries, but what it wanted was advertising that would cause the reader to sit right down and order some goods. A study of the situation convinced the company that the kind of advertising best calculated to bring this result was the department-store kind, in which large space is covered with many different items, as many as possible of them being illustrated by a cut. Experience had convinced the company that the best day of the week for this style of advertising was Sunday. Four newspapers were, therefore, selected in which to make the opening experiment. Two of these newspapers are situated in the same city. One has a more or less intensified local circulation, while the other, though having a smaller subscription list, goes into all the different States of the Union. Of the remaining two newspapers, one is situated in New York and is known to have a high mail-order value, the fourth one being in a big city in the Middle West.

Full pages were taken in each publication. No "stunts" were attempted, the copy being very simple. The headlines of the first advertisement read:

"SALT MACKEREL, COD-FISH, FRESH LOBSTER.

"Sold Direct to Families Through Mail-Orders.

"Delivery Charges Prepaid—Satisfaction Guaranteed."

Small boxes appeared at the right and left of the top of each page, reading:

"Order Right from This Page," and "Use Coupon Below."

More than forty different ocean products were itemized. Among them were such things as salt codfish steaks, clam chowder, sandwich fillings, clam juice, green turtle, minced abalone, oysters, sardines, crabmeat and fish-

flakes. Even the man who does not ordinarily care for fish was bound to find something in this list that would appeal to his appetite. There were also individual units of interest consisting of special offerings set off by borders in the familiar "box" shape, and enough small illustrations to break up the monotony of the type.

It was a "mail-order proposition," pure and simple. You wrote a letter, stating what you wanted, and the goods were shipped.

But Mr. Davis appreciates that he must continually overcome a prejudice that will always exist. People can't believe that sea-foods will carry over long distances and reach them in good condition. And no one wants to take a chance with fish or lobster that has been too long from the water.

The Davis company provided for that. Goods were offered on approval. If you didn't like them, you could send them back, and your money would be refunded. The guarantee was ironclad. Moreover, competing with the local fish store, the long-distance consumer was informed he could open a charge account.

All of these facts were stated in the newspaper pages. Mr. Davis, in a signed statement, indulged in a heart-to-heart talk with the consumer. This is what he said:

#### THE STRAIGHT-LINE WAY

"Buying fish by mail is simply the working out of the old principle that 'a straight line is the shortest distance between two points.' And in this case the 'straight-line' way—the direct way—is the easy, safe and satisfactory way. Ever since that day, back in the early eighties, when I sent out my first pail of mackerel, I've kept this one thought firmly in mind: 'My fish must always be better than folks can buy in their local stores or I can't hope to sell it.' The fish which your dealer offers is simply what he can buy from the middleman.

He is too far from the source of supply to obtain selected grades of fish. I am right on the ground—I get the first choice of the best catches—clean and pack everything, fresh from the ocean, in the most sanitary and best-equipped buildings possible to construct. Then it is shipped direct to you. No matter where you live, you can have from me, for your home table, just as good fish as we folks here on the seashore enjoy."

Responses received to these advertisements convinced Mr. Davis that these newspaper experiments were founded on a sound idea. One paper brought in four dollars for every dollar expended on it. Another one brought returns two to one, while the other two did reasonably well. Similar newspaper copy has been used on several Sundays since.

What was particularly gratifying to the Davis company was the flood of orders from people who had never ordered before, but whose letters indicated that they knew the house and had perfect confidence in it. Another pleasing feature was the number of orders from old customers who had not been recently heard from.

The newspaper pages acted as a kind of catalogue. The Davis company spends much time and energy distributing its price-lists and circulars, which habitually bring a profitable response, but a circular is easily misplaced or is pushed aside for the moment, while the Sunday newspaper is read while the prospect is at leisure, and a list of goods presented in stimulating variety is apt to have the effect of causing him to check off on the page the articles he wants and send it in with his check. That was the way the Davis company reasoned and that reasoning proved correct.

A page on which a large variety of articles is set forth has the additional merit of stimulating a larger average order than would otherwise be the case. And it is a large and diversified order which is the most profitable to

## If Coal Mines Can Use It "Coal Age" Can Sell It!

**T**ODAY'S cry for more production is an appeal for more coal. And more coal can only be mined through the use of more modern equipment.

Hand labor is giving place to time-saving machinery; new equipment is paving the way for new coal mining achievements.

If your product can save time and labor, increase the comfort or safety of workmen anywhere in the coal mining process between shaft and stoker, coal mining men can use it. And if coal men can use it, *Coal Age* can sell it!

**The Annual Equipment Issue** of *Coal Age* will exert a powerful sales influence on the buying executives of the coal industry. This issue will be dated May 6, 1920, and your copy should be in our hands by May First.

## COAL AGE

*One of the 11 McGraw-Hill Publications*

Tenth Avenue at 36th Street, New York



## Speaking to

*Gov. Henry J. Allen*  
*says:*



### Kansas Has a Cure for Strikes!

"There is no reason why Government should not have the same power to protect society against the ruthless offenses of industrial strife as it has always had to protect it against recognized crime."

Governor Allen's belief in this principle has resulted in the Kansas State Legislature passing an act creating an Industrial Court to arbitrate labor and wage disputes.

By the terms of this bill both employer and employee are forced to submit such controversies to this Court and to abide by its decisions. Strikes and lockouts are made illegal, and the Court is given power to take over and run a business, and to put in jail or fine heavily all who do not submit to its decisions.

In the March issue of FARM and HOME Governor Allen explains the full significance of this most far-reaching piece of legislation ever enacted in the United States.

#### *And Every Month*

The 650,000 subscribers of FARM and HOME are similarly spoken to by some leader of American thought who can clearly and lucidly interpret those vital issues which are engaging the attention of all conscientious citizens.

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# America's Farmers

*Through the most widely  
quoted Farm paper*



## About Agricultural Engineering

Every farmer in the United States today is responsible for the support of ten people in this country alone. His ability to meet this extraordinary demand depends to a very high degree on the new science of agricultural engineering.

The practical applications of this science include the use of tractors, power-driven field machinery, steam engines, electric plants, water power installations; the design and construction of farm buildings and their equipment with plumbing, sewage disposal, heating and lighting systems; drainage and irrigation and all the other items which make for efficiency, convenience and comfort on the farm and in the farm home.

To the 650,000 subscribers of FARM and HOME, the Department of Agricultural Engineering, conducted as it is by J. K. T. Ekblaw, a recognized authority on every subject included within the science, has become the source of much invaluable information.

These are the people you want to reach.

# FARM AND HOME

Chicago, Ill.

Springfield, Mass.



# From three to fourteen thousand in a year

—it's the story of the growth of Pictorial Review circulation in Indianapolis. It was consistent page space in *The News* that brought this magazine from no-where to first place.



*Pictorial finds high-grade company each month in The News. The magazines to the right know that year in year out advertising in newspapers such as The News pays*

## The Indianapolis News

First In America In 3c Evening Circulation

New York Office  
DAN A. CARROLL  
Tribune Building

FRANK T. CARROLL  
Advertising Manager

Chicago Office  
J. E. LUTZ  
First National Bank Building

USE NEWSPAPERS ON A THREE-YEAR BASIS



a mail-order house. For the expense of handling a big order is not much more than that of handling a small one, and, relatively speaking, it is as easy to pack and ship a large case of goods as a small package.

#### A FAMILY OF PRODUCTS FOUND NECESSARY

That is one reason why the Davis family of products has grown steadily larger. There was a time when its advertising laid emphasis chiefly on salt mackerel by mail. Naturally such advertising was calculated to appeal only to people with the mackerel taste. Most producers who have not a family of products find that the cost of filling the first order is high, and that it is difficult to get repeat business coming in regularly. So it is not strange that we find the house of Davis beginning with salt mackerel and gradually extending its lines to include other New England sea products like codfish and lobster and then specialties like Japanese crabmeat, which is caught in Florida, and abalone, which comes from the Pacific Coast.

The department-store style of newspaper advertising is not the first experiment that Mr. Davis has made. A few years ago he was induced to put in a line of canned garden vegetables, and his products were then advertised as coming "from orchard, farm and ocean." This was, of course, an effort to capitalize the Davis name and reputation. The garden vegetables were advertised for three or four years, but the experiment was finally given up as a failure.

There ensued a reversion to the old policy. It was recognized that an attempt to associate garden vegetables and ocean products was a mistake, and since that time the Davis policy has adhered exclusively to goods that originate in the water. In advertising the vegetable line the popular style of "modern" advertising copy and follow-up circular matter printed in four colors had been adopted. But all this

was promptly dropped. The old style of homely, personal, heart-to-heart copy, such as was first made famous in the circulars written by Mr. Davis himself, and which later had proved most profitable in the form of an eighty-four-line advertisement, was resumed.

The Davis business was in the very beginning a spontaneous and natural growth, rather than an artificially created one. Gloucester enjoys some fame as a summer resort. There are people, like writers and artists, who go there year after year. After the summer season was over and they had returned to their homes, some of them used to write to Mr. Davis and ask for a shipment of those fat, juicy fish that they used to get in Gloucester. Mr. Davis would fill these orders. More orders came. Finally he grasped the possibilities of a mail-order business in fish, and he was soon doing an extensive business covering several States. National advertising put this business on a stabilized basis. The original circulars written as follow-ups were composed by Mr. Davis himself, and this friendly, informal style preserved in publication advertising has been a tremendous factor in building up the business. The returns have never been as good when a variation from this style was attempted. It is a peculiar instance of a man's personality making itself felt wherever his advertising appears.

Another peculiar feature of the Davis business is that its goods sell for higher prices than those of local fish dealers. But Mr. Davis goes right along selling his goods by laying emphasis on their high quality and uniformity. People who have the money to pay extra for quality and uniformity are almost always found in big cities. That is one reason that led Mr. Davis to intensify his sales by supplementing his magazine advertising with newspaper copy.

The local fish-market man views the Davis newspaper pages with no great concern. One of

them was shown to a dealer, who merely shrugged his shoulders and said: "It's canned seafood, when you get all done and through with it. Women who buy for their tables will never be weaned away from fresh stock. They want to come here, look in the ice-boxes and see the real fish and oysters and lobsters. We are not afraid. Let Davis go as far as he likes."

Another wholesale fish dealer had a different viewpoint. He said:

"It will force something that should have been in vogue long ago. This is real competition. Local fish markets will be compelled to do more advertising than they have in the past—and they have certainly not done enough."

The Davis company has been first in the field with a genuine mail-order innovation. What does the idea suggest to other national advertisers? Is magazine copy to be henceforth supplemented by large newspaper space and an entirely new form of presentation?

### Idle Days for Salesmen?

BABSON'S STATISTICAL ORGANIZATION  
WELLESLEY HILLS, MASS.,  
Feb. 26, 1920.

Editor of PRINTERS' INK:

Can you give us reference to any material that has been published in PRINTERS' INK showing what various sales organizations are doing to keep their salesmen most advantageously employed in cases where the concern is over-sold?

Possibly the above is not the exact wording of articles that you may have published along this line. What we are interested in, is any solution at all of the general problem of what to do with salesmen when production is unable to keep pace with demand.

Your courtesy in giving us any reference will be greatly appreciated.

C. N. STONE,  
Sales Territory Department.

AT a time when many firms are oversold and salesmen retained merely to promote good will and safeguard the future, their activities can be directed along many profitable channels. They can help to furnish facts for retail clerk's manuals, put into

available form the most ingenious methods of displaying merchandise, deliver and display dealer helps and store trims, stage store demonstrations, offer suggestions for new uses of the product, give the financial man the human history of credit risks in their territories, etc.

Some months ago PRINTERS' INK published an interview with H. A. Beach, manager of the Travelling Department of the Victor Talking Machine Co., entitled, "A Sales Force That Doesn't Solicit Orders." This article explained that the prime requisite of a Victor salesman is not the ability to sell more merchandise but to assist the retail dealer to sell more.

While trade conditions may not make such a plan adaptable for every business, still present conditions give the salesman leisure, which permits him to turn his talents to a variety of trade-stimulating purposes. It not only helps the organization to a more solid footing with its trade, but gives the salesman a better realization of the fact that he represents his firm in every branch of its business activities and that his value to the organization is not measured alone by volume of sales.

We are glad to print this inquiry from Babson's Statistical Organization. Other readers of PRINTERS' INK faced with similar problems will doubtless find constructive help by reading some of the articles, listed below, which have appeared on this subject during past months.—[Ed. PRINTERS' INK.]

The Salesman as a Market, June 7, 1917.  
Odd Jobs for Salesmen When Their Regular Work Gives out, February 7, 1918.

Letting the Salesman Do the Rationing, July 25, 1918.

Keeping the Salesman from Getting Soft, September 26, 1918.

The Work That a Service Salesman Has to Do, October 24, 1918.

The Salesmen Wrote This Catalogue, March 6, 1919.

A Sales Force That Doesn't Solicit Orders, April 24, 1919.

What the Final Consumer Can Tell You About Your Product, February 12, 1920.

Advertising Personally Handed to the Dealer, *Printers' Ink Monthly*, January, 1920.

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# Traveling Your Own Men to Install Window Displays for Dealers

A Costly Affair, But It Produces a Tremendous Amount of Valuable Advertising Which Can Be Had in No Other Way.

By Lloyd Mansfield

Advertising Manager, Buffalo Specialty Company ("Liquid Veneer")

THAT little motto "Do It Now" got in its work to-day with the result that I decided to put down something in black and white on the subject of window displays because I feel that as a branch of national advertising (or local advertising—depends upon how you look at it) it has been sadly neglected. This was brought home to me a few weeks ago when talking to some men who conduct large national advertising campaigns.

The subject of window displays came up for discussion and particularly the custom of having special traveling advertising men to go from city to city for the sole purpose of putting in displays. It is this latter phase of the subject that I want to discuss now, because when it comes to sending out displays by mail or express to dealers, I suppose most of us have done this for years, and feel fairly well informed on what's what in this line of advertising work.

Well, to go back to the little group of us who were talking about the advisability of sending out our own men to put in displays, I was greatly taken back to learn that two of these gentlemen, representing old-established lines selling largely through the grocery trade, knew practically nothing about intensive window trimming of this kind and had never tried it. I confess I know very little about it myself, although we have done it now for five years, and the upshot of all of this comparative lack of knowledge was the opinion that the subject should be given more thought and attention with the idea of mutually profiting by an interchange of ideas and experiences. Doubtless there are a number of

advertising men who have been through this window trimming mill and can tell us something about how they do it.

There are several reasons, it seems to me, why window trimming by an advertiser's own crew of men should be given more attention than ever before. One is that we have to pay such terrifically high prices to-day for the kind of advertising displays that will be used when sent to a dealer by mail or express. I suppose most of us have wondered many times just how far we could afford to go along these lines without heading into a big loss every year.

## COMPETITION KEEN

We all know that a display has got to be pretty fine to-day, and that usually means pretty extensive to win the dealer's favor to the extent of using it in his window in preference to many others he receives. Really, it's getting to be a very costly affair. True, there are ways of wrestling with this problem in order to cut down the waste, the chief of which is a careful study of what the dealer *wants* to use. A second way is to send displays only when requested by the dealer, either by his sending back a request slip sent with the goods, or by mail, or a written request on his own letterhead. A number of concerns have discontinued the privilege of allowing their salesmen to send in orders for displays to be shipped to dealers because the salesmen don't offer them to the trade in the right way.

Now then, the question naturally arises "If I have to pay such high prices to get good material, if I have to face so much competitive stuff sent by mail, if I know so little of what kinds of

displays the dealer likes, why wouldn't it pay me to send my own men out and overcome all these objections, except possibly the cost of such work? For surely I ought to stand a better chance of getting my displays installed, and through these men I will learn what kind of displays the dealer wants." There's the question about which we all would like to learn a great deal more.

I will attempt here to give a few of the problems that must be considered in conducting a window-display campaign of this kind. For instance, a lot depends on the kind of trade you sell to and the extent of your distribution. I think we are rather fortunately situated in this respect for we sell Liquid Veneer to drug, hardware, grocery, paint and furniture stores in every town. That means we have a large number of potential displays to start with. However, if an advertiser has a thorough distribution in either the drug or the grocery lines, it seems to me, window display men could be made to pay. The very first consideration, therefore, is whether you have enough dealer customers in a town to pay for sending a man there. We are assuming, of course, that you have an article that lends itself to window display and offhand I can't conceive of an article that can't be worked around in some way into an attractive display. Just for instance, if your product should be one that cannot stand the exposure to strong sunlight, why not use carefully prepared reproductions of the article?

We shall assume, also, that you have window display material which you can equip your men with and which is attractive so that your men won't be at a disadvantage of offering the dealer something he doesn't want in his window.

Now having decided that your distribution is broad enough to warrant this work and that you have good attractive material, what kind of men should you get, how much will you pay

them, how will you handle them, etc.

#### COST OF GOOD MEN NOT EXCESSIVE

My experience has been that you won't have any trouble getting good, clean-cut, active young fellows between the ages of twenty and twenty-eight or thirty who will do this work for you at a reasonable cost. I may have been fortunate, but I rarely have to pay over \$20 per week to get the kind of fellows I want. The spirit of adventure seems to be so strong in some boys that it compensates for the comparatively small salary. They like to travel and be on their own resources. At the same time, many of them want to become salesmen and feel that this window trimming work is a good training experience. We pay their traveling and living expenses and watch them carefully so that they realize that we want them to be economical. We point out that it is all in their favor to show care and thrift in their expense accounts.

I won't go farther on this particular phase of the work except to say that we are convinced we can get the right kind of young fellows to do this work at not too great a cost—and, in fact, have no trouble in getting them.

The matter of handling these window trimmers is very important. In fact, there seems to be several successful methods of directing them. They can be sent out singly or in crews, they can work with the company's salesmen or be independent of them, they can render daily detailed reports or only weekly reports, they can be required to furnish photographs of all displays installed or none at all, they can be allowed to sell goods or prohibited from doing so, they can be required to maintain an average of so many displays per day or have no set average, and so on. Here we have a number of the questions that I feel confident must puzzle the advertiser who contemplates this kind of work. After five years of experience with our own display men, we, of course, have arrived at certain opinions on all

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*Try it out in Representative Milwaukee*

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## CONFIDENCE

The salesman who presents his arguments in a dignified, appealing way wins your confidence. Confidence created—your order follows.

The same is true with newspapers. In Milwaukee, one of the country's richest communities, The Journal has the confidence of a majority of Milwaukee families. They are Journal believers—in news, in editorials, in advertising.

Your message in The Journal will inspire confidence in the most responsive buyers in Milwaukee. Profitable business is the certain result.

## *The Milwaukee Journal*

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

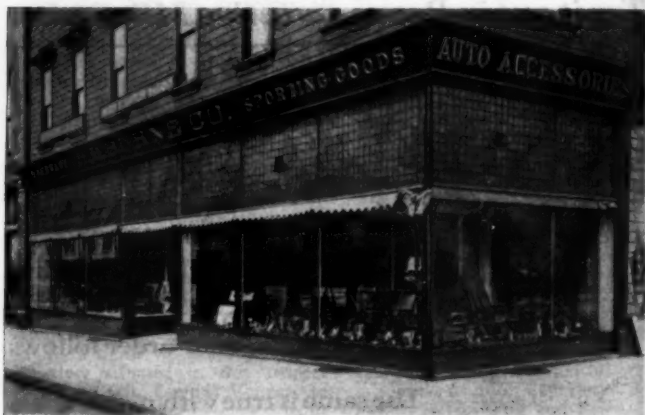
Special Representatives

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## Counting Up the Country Hardware Dealers

As important guide-posts to the most effective distribution of hardware products, take these Government facts:

62% of the American people reside in towns of less than 5,000 inhabitants.

Only 25% of the people live in towns larger than 25,000 population.

In the smaller communities, Main Street always runs past the Hardware Store—and the display in its front windows is the most interesting in town.

Of parallel significance and parallel importance,

---

consider the following data on the oldest established hardware paper, **HARDWARE AGE**:

59.6% of its National *paid* circulation goes to Dealers located in towns containing less than 25,000 people.

43.9% goes to those Dealers in towns of less than 5,000 inhabitants.

Both in country and city districts the circulation of **HARDWARE AGE** accurately reflects the possibilities for stimulating the interest of the trade.

The smaller the community, the greater the relative importance of the Hardware Store as the local center of sales activity. The firmer the influence of the Dealer in his community, the more is his personal judgment depended upon in the selection of merchandise.

Aside from its extensive circulation among Dealers and the great wholesale houses in all the large cities, East and West, the supremacy of **HARDWARE AGE** makes it the advertising medium of most profitable influence for manufacturers seeking to stimulate and to build up real National distribution in the hardware trade.

# Hardware Age

239 West 39th Street, New York City

*Charter Member of Audit Bureau of Circulations*

*Charter Member of Associated Business Papers, Inc.*

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## PRINTERS' INK *says:*

"The best plan seems to be to go to an established, reputable printing house that commands your confidence, place the responsibility on them, and follow their advice.

"It seems wisest to buy their knowledge with their goods."

Many of our best accounts started with trial orders placed on the basis which Printers' Ink so wisely suggests. We welcome new inquiries along these lines.

## CHARLES FRANCIS PRESS

461 EIGHTH AVENUE  
NEW YORK

Telephone: Greeley 3210



these questions, but we really don't know yet that we are pursuing the most effective course in each case.

For instance, our men have always worked singly. We have never tried the crew idea. I figure that a lot depends on the size of the city you plan on covering. Perhaps it is better to have a crew in a city the size of Chicago under a competent crew-manager. It would seem especially necessary if you are striving to make a drive at some certain time for a limited period. But if you have a three or four months' season to work in and don't care so much about cumulative effect anyhow, perhaps one man will be perfectly satisfactory. My own personal opinion is that you can get more results out of your men when they work singly. However, I may be wrong and I can't say definitely one way or the other, for I have tried only the one method.

#### THE CHECK UP ON DISPLAY MEN

Now when it comes to obtaining evidence from the men of the work they have done, we tried the photograph plan and abandoned it. One season all of our men were equipped with Kodaks and required to send a picture of every display installed. But it didn't work. It slowed up results. The boys were all amateur photographers and some of the results they obtained would have made Mr. Eastman blush. They soon found that it is a very difficult matter to photograph a window in broad daylight. Many of their photos showed an excellent likeness of the other side of the street on account of the reflection on the plate-glass window. They couldn't afford to waste time coming back later when the sun had shifted—or the rain had stopped—or the crowds had dispersed from in front of the store. They weren't equipped to take flash-lights at night and weren't paid to work day and night both—so you will understand why the photographing stunt failed.

We fell back on our method of having the trimmer get a signed

receipt from the dealer for the display installed. This receipt was also a report giving us information we wanted to know about the dealer. The boys have had practically no trouble in getting these receipts signed. They are mailed in to us every day.

After we have received a certain number of receipts from each boy we send out a form letter to dealers picked at random from those he has reported on. The purpose of this letter is two-fold, to find out from the dealer if the display has increased his sales of Liquid Veneer and to check up on the boy so that we know whether he is faking his reports or not. It seems to me that a letter of this kind is absolutely necessary. The information we have obtained from these letters has been the chief source of determining whether our display work pays us or not. And once in a while we find a lad who is not strictly honest so we let him out.

Another important consideration in this window display work is the matter of getting the displays booked up. There are several different methods of achieving results. One is to have the regular salesman to precede or work with the display man, getting the dealer's permission while calling on him for his order. The salesman should be most successful in booking displays because, as a rule, he is on intimate terms with the dealer.

Another plan is to let the window-display man do his own booking. You can furnish him with a list of your dealers in every town or a list of the dealers who have had displays installed in the past. Let your man go around and make his own arrangements. In conjunction with this plan it is also well to equip your men with advance post-cards which he mails on to dealers in the next town, asking them to reserve their windows for him.

Still another plan is to send out letters direct from the house to the dealers telling them that the display man is coming and enclosing a post-card for the dealer to return signifying on what day

the dealer would like to have the display man call.

One of the most important things to watch is to make sure that the display man installs every display he books and does not overlook some dealer who is expecting him. This is often a hard thing to check up and you don't usually hear anything about it until Mr. Dealer sends you a spirited little communication telling you that "I had my window all cleaned out for two days waiting for your display man until I simply had to have one of my clerks fix it up because my customers wondered if I was going out of business." Or sometimes he will give your salesman his confidential opinion of the policies of your house the next time the salesman calls. It's bad business, any way you look at it.

Another thing—how shall our display men receive the material they are to work with? Shall we equip them with trunks so that they can carry a certain number of days' supply with them, getting shipments every so often or shall we make shipments direct to every town? In either event, to whom will the material be sent?

Again, how can we foretell accurately how much material a man will use in a given town? We must figure this out well in advance if we are to take advantage of freight shipments to save excessive cost of transportation. At first, the quantity to be sent is nothing more than a guess, but after the work has been done for a season or two it isn't so difficult to gauge a man's requirements.

#### CAREFUL PREPARATION NECESSARY

Now I haven't touched on all the factors entering into this work by any means, but enough perhaps to show you that to send out window-display men who will be successful means a lot of careful preparation and thought. It takes years to achieve perfection in conducting this work and there are a few concerns in this country, I know, who have brought the window display campaigns down to a fine point. Perhaps some of them may be induced to give their fellow

advertising men the benefit of their experience.

Our interest in window displays dates back to 1909. At that time, Mr. Oliver Cabana, Jr., President of the Company, and Mr. Bourne, our Advertising Manager at the time, were working on a plan of having Liquid Veneer dealers compete for prizes in a window display contest. A wire was sent to PRINTERS' INK for references on the subject of window displays and as a result of the excellent service rendered by PRINTERS' INK's Research Department, Mr. Cabana and Mr. Bourne were able to gather some very helpful and interesting data which had a good deal to do with the formulating of the contest plan, a plan which I understand worked out very successfully.

How many of us fully appreciate the value of the dealer's window? And how many dealers fully appreciate the value of their own windows? There is a lot to be learned by both advertiser and dealer in this respect. Why, I don't know where you can find a better place for a local advertisement of your goods. Every time you see an article advertised in your dealer's window you have an added confidence in it because you know that he stands back of it and thinks well enough of it to display it.

Then there is your advertisement right where the goods are on sale—a very important point. As for "circulation," just figure up some time the number of people that pass by a window on a good transfer corner, for instance. Whelan can tell us something about this from his United Cigar Store experience.

Much more can be said on this subject. Many of us, I believe, would like to see a full discussion. Copy, mediums, art-work, etc., all come in for their full share of attention. Now let us hear more about the use of window-display men.

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The G. Logan Payne Company, newspaper special representative, has opened an office in St. Louis in charge of Lynn H. Gamble.

**"I HAD this column all planned, when four different department managers appeared, and each insisted that he must have 'that Morning Star column' for the announcement of something new, which it was quite important that the public should know about immediately."**

So said the Advertising Manager of Ayers & Co., one of Indiana's large department stores, in one of his daily advertisements in The Indianapolis Star.

Other advertisers "insisted" on The Star's columns during the year 1919 to the extent of 13,606,071 agate lines, which was a gain in advertising of 4,195,197 agate lines over the previous year.

All advertisers who have something that the Indiana public "should know about immediately" will find their best messenger in the advertising columns of the newspaper going into every one of Indiana's ninety-two counties every morning of the year.

## The Indianapolis Star

*Largest Morning and Sunday  
Circulation in Indiana*

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York

Western Representative: John Glass, Peoples Gas Bldg., Chicago

### The Shaffer Group

Louisville Herald	Chicago Evening Post	
Indianapolis Star	Muncie Star	Terre Haute Star
Rocky Mountain News	Denver Times	

National Advertising Convention at Indianapolis

June 6th to June 11th

## National Advertising Commission Meeting

At the recent meeting of the National Advertising Commission in New York, Homer J. Buckley, Buckley, Dement & Co., Chicago, was elected vice-chairman, and the constitution and by-laws of the commission were amended in several particulars. One of the amendments provides for a legislative committee. W. Frank McClure, chairman of the commission, has appointed the following members on this committee: chairman, W. N. Bayless, The Powers-House Company, Cleveland; Harry Dwight Smith, Fuller & Smith Co., Cleveland; Henry W. Newhall, Priscilla Publishing Co., Boston; R. Marshall, Concrete, Detroit; W. A. Beatty, *The Herald*, Lexington, Ky.

The next meeting of the commission will be held on April 1, in Cleveland. In connection with it three or four departmentals will put on exhibits and the present plans include a mass-meeting on "Advertising" for one evening.

## Six Point League Dinner at New York on March 6

The Six Point League will give a dinner on Saturday, March 6, at the Hotel Astor, New York, at 6:30 P. M. The executives of space buying departments of all advertising agencies in New York has been invited to the dinner as guests of the league. Herman G. Halstead will be the toastmaster. The list of speakers includes George S. Fowler, advertising manager of Colgate & Co.; O. H. Blackman, president of the Blackman-Ross Company; Frank M. Lawrence, secretary of the George Batten Company, and John B. Woodward.

## Touzalin Agency Has Three New Accounts

A central western advertising campaign will be undertaken for The Globe Shirt & Overall Company, Abingdon, Ill., by the Charles H. Touzalin Agency, Inc., Chicago. The Globe Company makes the Protexall line of one-piece overalls, Protex coats and other garments. Other new accounts secured by the Touzalin Agency include the Oshkosh Motor Truck Manufacturing Company, Oshkosh, Wis., motor trucks; and Walter S. Burgess Company, St. Joseph, Mich., manufacturer of Burgess shock-rebound absorbers.

## Poor Richard Club Breaks Ground for Extension to Clubhouse

The Poor Richard Club, Philadelphia, has broken ground for extensive additions and alterations to its clubhouse.

The work is being rushed at all speed so as to have the renovations finished by June 10. The alterations will not in any way interfere with the activities of the club.

## Wants Ad Men to Help Raise Teachers' Pay

BERRIEN COMPANY,  
NEW YORK, Feb. 25, 1920.

Editor of PRINTERS' INK:

Won't you put the weight of your influence behind the idea of getting advertisers—magazine, newspaper, street car, poster, to further the idea of better pay for teachers?

We have seen in the last year endowment campaigns by a dozen colleges. Important and vital as these are, it seems to me that there is a great waste through lack of centralized effort. Let each college continue its drive among alumni and friends, but broaden the base.

This is not a problem of a few colleges. It is a problem of every college and non-college citizen. It seems to me that there should be a national organization and clearing house on university needs and achievements—one that would pay its way with the public through some organ that made available to society and industry the work of the colleges.

An even more pressing problem, however, is the question of payment of teachers in the preparatory schools. If advertisers would devote an inch or two—or a streamer of space—to waking America up on the desperate situation, we would soon be able to face our children with reasonable complacency.

Suppose that in May or June every advertisement that appeared anywhere said: "Underpaid teachers mean under-taught children," wouldn't America be awakened? Then the next month, and the next, let advertisers say everywhere: "To raise the standards of teaching, pay teachers at least a living standard," and "The discount you put on teachers' salaries is the discount at which you mark your child's future." Could it take more than a few months to start such a movement as would restore dignity and do justice to teaching? With the do-nothing agitation now going on respectable people will refuse to go into teaching and the evil will simply be aggravated. I have faith enough in advertising to believe it could do everything needed. J. G. BERRIEN.

## Leaves Cash Register Co.

Mark Siegel has resigned as export manager of the National Cash Register Company, Dayton, Ohio. For a number of years Mr. Siegel had supervision of all foreign advertising of the National Cash Register Company.

## Harold Braddock Joins Republican Committee

Harold Braddock, who since the organization of Who's Who in America, Inc., manufacturer of portable motion picture projectors and educational films, has been vice-president in charge of sales and advertising, has resigned and will devote his entire time to the Republican National Ways and Means Committee.

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# 115,000 HOMES

Baltimore contains over 115,000 homes—more homes per square mile than any other city in the world, and 52,499 of them are occupied by their owners.

The people living in Baltimore's homes have certain daily needs the same as any prosperous group. Yet the situation is different. One paper covers the Baltimore field—**THE SUN**. The *Sunpapers* will carry your message into the worthwhile homes of Baltimore, quickly and effectively, because—

## Everything In Baltimore Revolves Around **THE SUN**

**Morning**

**Evening**

**Sunday**

JOHN B. WOODWARD  
Times Bldg., New York

GUY S. OSBORN  
Tribune Bldg., Chicago

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# I better paper better printing

S. D. WARREN COMPANY

BOSTON, MASS.



Printing Papers



Simple outline illustration where all the lines are solid.



Showing the result when dots are added to the outlines.



In this picture there are 33,750 dots so small that they cannot be seen without a magnifying glass.

## There is more than one way to print a picture

HERE are three ways of printing the same picture. The first illustration is in line. All the lines are solid. Printing like this can be done on almost any kind of paper.

The next illustration is the result of adding to the outline printing plate a collection of dots for shading. A printing plate so shaded is very easy to print, even on rough surface paper such as newspapers are printed on.

The third illustration is very unlike the others. Notice its many shades of gray and black. These different shades are the result of groups of dots so small they can barely be seen. These dots are so close together that they can only be printed on a paper with a smooth surface or they would blur. Thus you see the difference that paper makes in printing a picture. Better Printing demands Better Paper.

Such papers as Warren's Cameo, Warren's Lustro, Warren's Silkote and Warren's Cumberland Coated Book will print from plates with 30,625 dots to the square inch of printing surface. Of course pictures printed on these Warren Standards from plates with this great number of dots reveal many extra shades of black and gray.

To know how the Warren Standard Printing Papers encourage good printing, see Warren's Paper Buyer's Guide. It can be found at your printer's shop, in public libraries, and also in the offices of paper merchants who sell Warren's Standard Printing Papers.

S. D. WARREN COMPANY  
BOSTON, MASS.

**Warren's**  
STANDARD

Printing Papers



# Four-Color Advertising for Farm Folks

The only farm magazine in America which furnishes advertisers an opportunity for four-color advertising is *The Farmer's Wife*.

The advantage of reproducing your product or package in natural colors is a tremendous one. Mail order catalogs have demonstrated that four-color advertising to farm families is the most powerful sales force that can be utilized.

We have a few choice four-color positions for 1920 left. If you want to show your product to 750,000 farm women buyers in the Central states in four-color reproduction, write us at once for a list of available positions.

## THE FARMER'S WIFE

A Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS  
ST. PAUL, MINNESOTA

Western Representatives,  
**STANDARD FARM PAPERS,**  
Inc.,

1341 Conway Building,  
Chicago, Ill.



Eastern Representatives,  
**WALLACE C. RICHARDSON,**  
Inc.,

381 Fourth Avenue,  
New York City

MEMBERS AUDIT BUREAU OF CIRCULATIONS



# Opening Advertising Guns of the Returned Railroads

Emphasis Laid on Service Facilities and Desire for Public's Good Will

COINCIDENT with the official return of the railroads to private ownership on March 1, the first individual advertising since the Government assumed control appeared. Its tendency was largely along the lines forecast in an article in a recent issue of **PRINTERS' INK** (January 29, 1920). The first four railroad advertisements noted in the morning newspapers of New York indicated that considerable emphasis was going to be laid on service, and that a frank appeal would be made for the public's patience and good will during the restoration period.

The New York Central, for example, candidly stated that it wants "the co-operation and good will of the public and the public's representatives." The Central's opening advertisement was in the form of four-column space. After referring to its achievements during the war, it went on to say:

"Changed conditions confront the railroads of the country, presenting for solution serious problems. Our rolling-stock is depleted, for, during the war, purchases could not keep pace with the demands of traffic. It will be impossible to restore overnight all the refinements of service which made this the best railroad in the country, or, for that matter, in the world. But that will be done, as quickly as lies within human power. We are fully alive to our responsibilities to the public. We want the co-operation and good will of the public and the public's representatives, the officials of the Federal government and the various States which we serve, and intend to deserve them in fullest measure.

"To that end, we purpose to discuss frankly with the public our policies, our ideals, our service, our equipment, our personnel. We want to retain old friends and to make new ones on the basis of thorough knowledge and under-

standing. Thus we can serve the public as it should be served by a modern, efficient railroad."

The Baltimore and Ohio Railroad's first advertisement was in the form of an announcement by President Daniel Willard. Its keynote was the road's strategic situation as a freight carrier. It used that war-bound word "solicit" in its opening lines, saying it "now solicits, and will endeavor to handle satisfactorily, business to and from all points on or via its lines."

Its argument concerning its freight service was as follows:

"By virtue of its geographical location, The Baltimore and Ohio Railroad, tapping as it does the large industrial centers of the interior, and connecting the principal cities of the Seaboard with those of the Mississippi River and Great Lakes, is logically in position to furnish satisfactory transportation service between the Eastern Section and the Middle and Western States.

"Regular freight schedules will be established between New York, Philadelphia, Baltimore and Washington in the East, and Pittsburgh, Wheeling, Columbus, Toledo, Detroit, Cleveland, Chicago, Cincinnati, Louisville, St. Louis and other important centres in the West and special efforts will be made to maintain regularity of service.

"It will be the aim of the Baltimore and Ohio Company in the future, as in the past, to satisfy the reasonable requirements and desires of its patrons, both freight and passenger, and it solicits business solely upon that basis."

The Southern Pacific Lines headed their advertisement with the words "Public Convenience," and announced the re-establishment of a freight and passenger office at New York.

The Central Railroad of New Jersey began several days before-

hand by advertising an increased train service following the lifting of restrictions imposed by the war.

Other railroads will not buy space in publications at first, but are already at work on direct mail matter. The Chicago Milwaukee and St. Paul has sent out a post-card announcing the opening of a new office in New York.

Considerable overhauling and restoration work in railroad advertising departments remains to be done, but it seems safe to predict that all of them will make every effort to enlist the good will of travelers and shippers.

### Our Exports to Canada Decline

Exports from the United States to Canada in 1919 were \$150,000,000 below those of 1918, while to practically every other important country of the world the exports show an increase. The total to Canada in 1919 was only \$734,000,000 against \$887,000,000 in 1918, and \$829,000,000 in 1917.

This fall off in exports to Canada in 1919, says a statement by the National City Bank of New York, occurs in a very large part at least in the classes of material which Canada was buying for war purposes in 1918 and 1917, and did not need for that purpose in 1919.

### Charles R. Woodward Is Dead

Charles R. Woodward, who was for fifteen years with the *Woman's Home Companion*, New York, as Eastern manager, Western manager, and as manager of the Boston office, and who during the last two years has been associated with his brother, John B. Woodward, special newspaper representative, New York, died at Boston on February 21, following an operation for appendicitis.

### E. C. Sutton With Brown, Connery & Co.

Erville C. Sutton has joined the copy staff of Brown, Connery & Co., advertising agency, Oklahoma City. Mr. Sutton formerly was city editor of the *Oklahoma City Times*, and has been editor of *The Employer*, Oklahoma City.

### Fred Firestone Will Direct Smith Piano Sales

Fred Firestone has been made general director of sales of The Smith Piano Company at the Chicago headquarters of that company. Mr. Firestone was formerly with Lyon & Healy, Chicago.

### Wants Bureau of Foreign and Domestic Commerce Continued

A protest against the practical abolition by Congress of the Bureau of Foreign and Domestic Commerce was voiced at a recent meeting of the Boston Export Round Table.

Henry H. Morse, chairman of the meeting, stated that if the recommendation of the Appropriation Committee of the House of Representatives prevails, the Bureau will have only one-third as much money as it actually needs for the promotion of American commerce abroad, and only one-half as much as it is spending this year.

"During the war," Mr. Morse said, "New England exporters were urged by the Government to cultivate export business for patriotic reasons, any many of them continued their export departments at considerable monetary losses. If the Government breaks faith with these patriotic business men at this juncture, it will be a serious blow to American industries, and particularly those of New England."

"Our merchant fleet, constructed at enormous expense," Mr. Morse pointed out, "would have to be used entirely for coastwise trade, which is already well supplied with boats, or sold to the Japanese exporters, who will be among the first to take advantage of the withdrawal of America from the markets of the world."

### Manternach Agency Increases New York Staff

The New York office of The Manternach Company, advertising agency, Hartford, has obtained the services of A. H. Ballard, Edward Booth and T. G. Goodwin. Mr. Ballard has recently been with the Patterson Andress Company, advertising agency, New York. Mr. Booth has been with the George L. Dyer Company, Inc., advertising agency, New York, and with The Martin V. Kelley Company, Inc., advertising agency, Toledo, O. Mr. Goodwin was formerly a member of the plan and copy department of the J. Walter Thompson Company, Inc., advertising agency, New York.

### New Mail Advertising Service at St. Louis

The Wright-Adamars Company, direct-mail advertising service, has been established at St. Louis by Edwin A. Wright, who was for eight years advertising manager of the Bemis Bros. Bag Company, St. Louis, and Elmer G. Marschuetz, who has been with the Bemis organization for a period of about nine years. Spencer B. Adams, who for some years has been engaged in printing and lithographing work, is associated with Mr. Wright and Mr. Marschuetz.

## —a leading advertising agency

is investigating the rural route circulation of city newspapers in farming sections. The purpose is to reach farmers who study market quotations and who demand a daily digest of world news.

City newspapers are a comparatively untapped field as mediums to reach the farmer. They do not and cannot supplant his farm paper—which is his trade paper. But in some instances they can be used advantageously—on either a sectional or national basis—just as you wish—to reach many of the wide-awake farmers who are most likely to be responsive to particular advertising.

The uses of the daily newspaper are multiple.

Does this give *you* a thought?

Invest in Newspaper Advertising

## E. Katz Special Advertising Agency

Established 1888

### Publishers' Representatives

Chicago  
Kansas City

New York

Atlanta  
San Francisco

## Supreme Court Holds Against Price Fixing Contracts

Apparent Reversal of Opinion  
Held in the Celebrated Colgate  
Case—Sherman Law Violated in  
Schrader Case, Is Ruling of Jus-  
tice McReynolds

THE United States Supreme Court has handed down a decision under which it apparently holds that the Sherman Anti-Trust Act prohibits resale price fixing, whether or not there is an intention of creating a monopoly in restraint of trade. The opinion was given in the case of A. Schrader's Sons, Inc., which was indicted in Ohio on a charge of entering into a combination in restraint of trade by compelling tire manufacturers to whom the firm sold its products to execute uniform contracts concerning resales, and refusing to sell those who did not enter into such contracts and adhere to uniform resale price fixed by it.

The case came up on the Government's appeal from the decision of the Federal Court in Ohio, which dismissed the indictments on the ground that in the absence of allegations charging intent and purpose to monopolize trade, the Sherman Law did not make the alleged acts of the Schrader firm a crime. The Supreme Court in an opinion handed down by Justice McReynolds on Monday, March 1, reverses this Ohio decree.

Indictments were returned against the firm which manufactures valves and valve parts, pneumatic pressure gauges and other tire accessories in June, 1918. The firm was charged with requiring tire makers and jobbers "to execute uniform contracts concerning resales, and with refusing to sell to those who did not enter into such contracts and adhere to the uniform resale price fixed by it." It was alleged that thus competition was suppressed and prices to retail dealers and the consum-

ing public were maintained and enhanced.

The Ohio Federal Court held that the case came within the opinion rendered by the U. S. Supreme Court in the Colgate case where it was held that a manufacturer may refuse to sell a price-cutter without incurring criminal liability under the Sherman Law.

Justice McReynolds, who gave the opinion in both cases, declared in discussing the Schrader case that the main defense of the defendants was that the effect of the Colgate decision was to prevent their prosecution for resale price fixing; but that the opinion of the Supreme Court was that this was not the intent and application of the Colgate decision, and that resale price fixing is a violation of the Sherman Law.

## Anyone Else Using This Reg- istered Slogan?

DAVID ADLER & SONS COMPANY  
MAKERS OF COLLEGIAN CLOTHES

MILWAUKEE, February 19, 1920.

Editor of PRINTERS' INK:

Is anyone using our slogan, "They keep you looking your best," and if so, who is the firm, and how long have they made use of it? We have been using this slogan for about a year and a half now, or so. If you have not yet entered our slogan in your "Slogan Clearing House," we would be pleased to have you do so.

(Miss) M. I. DUNLAP,  
Assistant Advertising Manager.

## Miss Steinhauser Succeeds George M. Forbes

Miss Kathryn Steinhauser has been made manager of promotion work of Alfred Decker & Cohn, "Society Brand Clothes," Chicago, succeeding George M. Forbes.

## General Cigar Company Earn- ings \$2,772,932

The General Cigar Company, Inc., New York, in its statement for the year ending December 31, 1919, reports net earnings of \$2,772,932.76.

## Lester Herold with Chicago Grain Publication

Lester Herold has recently joined *The Price Current-Grain Reporter*, Chicago, in an advertising and copy service capacity.



*Counsel, Art and Typography  
for Advertisers*

## Bertsch & Cooper


When an illustrator says, "This space will be occupied by type," the advertiser has a right to ask: "How do I know that I can say in it what I want to say, in the size of type I ought to use? Why not let me *see* the type in the space before it is too late to change the space?"

Why not, indeed! It is illogical and wasteful to decide upon a type space by mere whim or guesswork. The illustrator and the typographer can and should work together, and because we work in that way we are able to submit an absolutely definite showing of an advertisement before any part is finished.

59 EAST VAN BUREN STREET  
CHICAGO



**No Advertiser  
can afford to  
over-look these two facts**



*First Fact—*

THE HOUSEHOLD Magazine, every month, goes into more than

**ONE MILLION HOMES**

all over the United States. It has a country-wide influence and a national circulation. This circulation is guaranteed.

*Second Fact—*

That these 1,000,000 families are prosperous. They spend annually more than

**ONE BILLION DOLLARS**

to satisfy their actual buying needs. This group of readers constitute a wonderful market which you can cultivate for your product through THE HOUSEHOLD.

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— and now that you  
know these two facts—

*Also Remember—*

That the circulation of THE HOUSEHOLD Magazine is principally in the small cities and small towns, where the people take time to live—get the best out of life, and are constantly searching for new things to make their living conditions more enjoyable. Many of these products in demand are accessible to them only through the advertising pages of their favorite magazine. *THE HOUSEHOLD* readers are educated to the habit of buying advertised goods.

*And Finally—*

You can buy this

## ONE MILLION CIRCULATION

at \$5.00 a line each issue. April issue goes to press March 18th.

### THE HOUSEHOLD

ARTHUR CAPPER  
Publisher

MARCO MORROW  
Asst. Publisher

Home Office, Topeka, Kansas

#### BRANCH OFFICES

CHICAGO, 109 N. Dearborn St.....	J. C. Feeley, Manager
DETROIT, Ford Bldg.....	Ray H. Haun, Manager
NEW YORK, 501 Fifth Ave.....	Joseph Kunzmann, Manager
ST. LOUIS, Chemical Bldg.....	C. H. Eldredge, Manager
KANSAS CITY, Graphic Arts Bldg.....	R. W. Mitchell, Manager
OMAHA, Farnam Bldg.....	W. M. Temple, Manager
OKLAHOMA CITY, Farmers Nat'l Bank....	M. L. Crowther, Manager

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# When You Think *of* New Orleans

Think of  
New Orleans  
**STATES**

EVENING

SUNDAY

## Because:-

**Large Circulation**  
**Concentrated in the City**  
**Proper—Your Profitable Market**

Suburban New Orleans is too limited and scattered to cover economically.

Advertise in the States and center your efforts on the city itself. Excellent opportunities for distribution of product. Population responsive to advertising. High per capita purchasing power.

Want More Information?  
We'll Gladly Furnish It.

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# Selling One Point at a Time

The Most Successful Salesmen—and Advertisements—Try Not to Dizzy Their Prospects by an Unrelated Assortment of Selling Arguments

By Ray Giles

THE sales manager for a belt-ing house was talking with the purchasing agent of a New York State corporation which sold last year something like seventeen million dollars' worth of mechanical equipment and supplies. This purchasing agent has so much to do nowadays that he is flanked by three lieutenants in order to get through his day's work somewhere before bedtime.

The talk got around to the technique of salesmanship. The purchasing agent, out of twenty-seven years of ripe experience, remarked: "The biggest mistake that the average salesman makes is that he sells too hard. The new man is most apt to be an offender in this respect, but he is not the only one, by a jugful. Salesmen who know every Pullman car by name between New York and San Francisco are making the same mistake every day."

Anything that such an authority would consider without qualification as "the biggest mistake" in salesmanship would seem worth looking into.

The proprietor of a big clothing store was somewhat more specific, and at least laid his finger on one method of "selling 'em hard" which may serve as a starting point in a list of don'ts on the subject. "Very often," he commented, "the salesman has the idea that to do this work properly he must marshal every known fact in favor of his goods. He doesn't realize that business just now is so pressing with most of us that he can rarely count upon more than part of our attention. With all the publicity given to the 'Fourteen Points,' probably only a few of us can itemize them. Where, then, does the salesman get off who comes in determined to put over anywhere from six to twenty selling arguments at one sitting?

"There was only one salesman who ever called on me and got over seven separate selling arguments. His method had nothing of the mass attack upon it. He had plenty of time to work in, as we bought his kind of merchandise only twice a year.

"On his first trip he took up the standing of his house. He was sparing of my time and talked very directly and clearly on that one point alone. He made no direct reference to my next purchase of his class of goods. As he went his closing remark was something like this: 'All I ask, Mr. Murchison, is that you remember the standing of my house in its field. We are not the largest, but we are specializing more directly in our line than other companies, and we believe for that reason alone that we are turning out better garments.'

"On his next call he talked to me about a single factor in design, and when he got up to leave he delivered another friendly little closer on 'remembering' the difference in design and what it would mean to me.

## NOTHING OMITTED, BUT ALL IN ORDERLY ARRANGEMENT

"As the talks went on I felt certain that he had laid them all out very carefully and joshed him one day about his method of salesmanship. He took me quite seriously and agreed that my comments were correct. He said that he realized that I was very busy, and so long as there was plenty of time, he thought it best to deal with one factor at a sitting and get it clear in my mind, so that I wouldn't feel as though he had wasted time.

"Then he took up deliveries with his customary thoroughness.

"Well, by the time I got to thinking definitely about my next season's requirements, he had me

sold up and down and cross lots, and all of his points are anchored as deeply in my consciousness today as they were when I gave him his first order."

On the subject of "selling 'em hard" another buyer, who is something of a philosopher, remarked: "Have you ever noticed how stupid you get going through a museum, attending a big art exhibit, or sometimes even after browsing an hour among the books in a big book store? Some of the modern hard-selling salesmen affect me in the same way. There was a chap just in who had three collections of printed matter which I had to go through with him while we talked.

"In a big portfolio he had a series of dealers' folders, which the advertising department got out. Each of these folders was excellent and quite worthy of attention, but unfortunately every one was a good-sized meal in itself. The salesman touched on the high spots in each, making me examine certain cuts and listen to his rapid-fire summary of the contents.

"Next he pulled out a pocket data book and ran briskly and impressively through the prices, terms, discounts and different models.

"Not satisfied with this, he then produced from his leather carrying case a series of about twenty fac-simile testimonial letters. I had to read all these—not in silence either—for he insisted on making running comments as I read.

"Was I jumping all over to buy when he got through? No, but I did feel as though I was quite ready to call it a day's work and go off somewhere and sit in the dark and quiet until I came to."

An Eastern grocery and tobacco jobber related this incident, followed by a generalization which may be useful to those who are inclined to "selling 'em hard":

"For a good many years the salesmen for a certain food manufacturer had been calling on me. It was only the other day that I finally bought from them.

"To the first man who ever

called on me I said that I felt it was best to get goods of his description as near home as possible on account of quicker delivery and less chance of spoilage. During his career with that house he always worked hard to unseat me on my objection. We never talked about anything else.

"A second man came. I voiced the same doubt. We had the same kind of talks—and with the same results.

#### THIS SALESMAN ADMITTED TRUTH OF OBJECTIONS, BUT MADE SALE

"About a month ago a third man appeared on the scene. By this time I was pretty much used to smothering out that particular concern with my time-tested objection. This chap began to talk. I gave him the same old song, lit a cigar and prepared to sit back and listen to a long argument on the subject.

"Instead of that, he replied: 'Yes, I guess that's so. You can probably get somewhat quicker deliveries from other houses, but, after all, details of delivery are only part of this subject. You want the stuff that will show the fastest turnover, and you shouldn't blind yourself to that.'

"Then he jumped right into the positive side of his story, and when he got through I felt like cussing out his predecessors for letting me overlook such a good proposition for so many years.

"That woke me up to one factor in selling, which I passed immediately on to our own sales force. Many salesmen let every objection grow into a mountain. They think they must make a 100 per cent case for their product every time. Too often sales managers have drilled into their men the idea that the biggest job in selling is to discover 'the reason why he doesn't buy' and meet it. Very often the reason is one that cannot really be answered in a satisfactory way, but the salesman goes on—sometimes year by year—battling on a hopeless field, rather than admitting the validity of the objection and then shifting to other grounds where he has every right to win.

*"I believe these experiences are the essential  
warp and woof of a new spiritual garment,  
which is to be woven for the modern world."*

## A COTTAGE IN HAMPSHIRE

*One of a Series of True  
Ghost Stories*

By  
**SIR ARTHUR  
CONAN DOYLE**

In  
*Hearst's for March*

*At least half of each issue of Hearst's is devoted to  
articles of serious purpose. Maurice Maeterlinck,  
Sir Arthur Conan Doyle, Sir Gilbert K. Chesterton,  
G. Bernard Shaw and other great thinkers of  
Europe and America are frequent contributors.*

"As a matter of fact, his consistent battling only builds up that objection in the mind of the buyer to proportions that are almost hopeless; whereas, if he had agreed, it would not have been long before the customer would have thought that there was not so much to the obstacle after all.

"Other men will seek to gloss over or hush up an objection. This in my opinion is quite as bad as fighting it, for the buyer then thinks that the objection must be a lot more reasonable than he considered it the first time he gave it utterance. The best goods in any class will have shortcomings in certain cases, and the salesman will do best to agree with the buyer and then pile up the weights on the other side of the scale."

The most common of all forms of "selling 'em hard" was covered by this typical comment: "Many salesmen remind me of the story of the man who attended church and was greatly touched by the sermon. Before the offertory the clergyman made a dramatic plea for contributions. As he went on, the hero of the story mentally increased the size of his offering at every paragraph. Finally he decided to put upon the plate his whole week's pay. The sale was made, but unfortunately the minister continued. Then somehow the generous man began similarly to mentally decrease the sum he was going to give. By the time the plate reached him he slid out his hand and dexterously abstracted a dollar bill.

"Too often a free-talking salesman will defeat himself in the same way. He builds his sale up to a climax, and then thinks he must heap on some more selling points for good measure. The only result is that he double crosses himself, and very often undoes all his good work."

#### SHOOTING BULLETS AT BUYERS

The sales manager for a company manufacturing an office specialty discovered one day an attitude of mind on the part of his men which he lost no time in correcting.

Wandering out into the general office one day he found several of

the salesmen in an animated discussion. As he joined the group one of the men volunteered the information, "We are swapping selling ammunition." The manager expressed interest, and the exchange of ideas continued.

Describing the experience he said: "It had never struck me before how frequently our men spoke of 'selling ammunition,' and it wasn't merely the word 'ammunition' that I objected to, but the militant way in which they said it and smacked their lips over it when describing their forays into the field.

"It came home to me then that the dealers were merely so many targets to them. They would stand off and fire bullets at the dealer until the 'ammunition' gave out. If they didn't whang a bull's eye they quit the shooting gallery until the next time.

"I made this the subject of a little meeting we had later, and after an open forum on the subject I think their approach to the dealer took on a distinct change for the better.

"The mistake was a natural one in our case. We were introducing an appliance which was radically new. Our opposition tended to be especially strong. Due to this, many of the men who were ordinarily artists at getting together with the customer forgot themselves in their efforts to overcome opposition and became unduly beligerent."

Another example of "selling 'em hard" was uncovered and handled by an agent for a medium-priced automobile:

"After talking on the floor with a prospective customer who had dropped in, our salesman always walked to the door with him. I was frequently nearby, and overheard the conversation as the prospect turned from the car for the door.

"One day my intuition told me that a mistake was being made. I noticed that the salesman invariably kept right on selling on the way to the door, and if anything tended to go at it extra hard.

"I don't suppose that either the

# Washington, D. C., is an Attractive Market

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First, because the population of the National Capital is so national in its character that it makes your introduction into Washington really national introduction.

And, then, you can entirely cover this wonderfully responsive field with one medium—The Star.

So nearly everybody in Washington reads The Star that it alone is necessary to establish the popularity of any product that has merit.

Our Statistical Department will be pleased to submit a carefully prepared digest of this field—as applied to your specific product, showing the possibilities.

## The Evening Star.

WITH DAILY MORNING EDITION

WASHINGTON, D. C.

*Write us direct or through our*

New York Office  
Dan A. Carroll  
Tribune Building

Chicago Office  
J. E. Lutz  
First Nat. Bank Building



## Making folding boxes for the leaders in every industry

**I**NTO every American home these packages find their way! They deliver their contents—biscuits, coffee, tea, cereals, dates, foodstuffs—clean, fresh, untouched on the long journey from manufacturer to consumer.

Billions of these products are sold yearly because their quality is high and *unvarying*—because people know that these products will be delivered in perfect condition.

Once the product leaves the manufacturer, *the protection of its quality depends upon its package.*

The package is, therefore, of great merchandising importance. It should be planned and manufactured specifically to carry the particular product most economically, most securely, with greatest advertising effect.

The packages illustrated herewith, packages for hundreds of other famous products, are made by the Robert Gair Company.



*The group of Gair buildings with docks on the East River*

Each had its packaging problem which we solved—by an ingenious device to lock the contents in its carton, a new design of a character suited to the high quality of the merchandise, a special ink to assure uniformity of color, or a guarantee of adequate resources to keep pace with large scale production.

**Packages for a billion dollars'  
worth of goods**

This ability to meet all demands for highest quality or greatest quantity is characteristic of Robert Gair Company's four departments—Folding boxes, Labels, Shipping cases, Window display advertising.

We operate the largest plant of its kind in the world.

With its facilities we are prepared to offer a complete service for packaging and displaying your product—folding boxes, labels, shipping cases, window display advertising—giving unity to your packages from factory to consumer.

We serve the greatest package merchandisers of the country. Among our clients are:

National Biscuit Co.	American Chicle Co.
Amer. Sugar Refining Co.	Andrew Jergens Co.
Hanan & Son	Huyler's
Kirkman & Son	N. K. Fairbank Co.
Johnson & Johnson	Robt. H. Ingersoll & Bro.
Colgate & Co.	Beech-Nut Packing Co.
Royal Baking Powder Co.	Edison Storage Battery Co.
Bauer & Black	Chas. B. Knox Gelatine Co.
Palmolive Co.	Julius Kayser & Company
Hecker-Jones-Jewell Milling Co.	Arbuckle Bros.

## ROBERT GAIR COMPANY

BROOKLYN

*Folding boxes*

*Shipping cases*

*Labels*

*Window display advertising*



# GOOD YEAR and the News-Times



In the South Bend territory Goodyear uses the News-Times exclusively—because the News-Times dominates the Northern Indiana and Southern Michigan field. Let us give you facts and figures.

*Let us send you News-Times, Jr.*

## South Bend News-Times

Morning

Evening

Sunday

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE, LORENZEN & WOODMAN

Chicago

New York

Detroit

Atlanta

Kansas City

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prospect or the salesman stopped to analyze the effect of this, but I felt convinced that the salesman's fear of losing a sale caused him to hammer unduly hard, and that this spurt of effort did not send the prospect away with any added confidence in our car.

"After some thought I put it up to the boys in about this way: 'Keep the man before the car as long as you decently can or need to in order to do your best work. But when he signifies his desire to leave, let go quickly on the selling talk. Change the subject to something else—the weather, or automobiling in general, or the news of the day—and see him to the door as though he were a friend who had just finished a welcome visit.'"

A veteran salesman once remarked to a young man about to set out on his maiden trip: "If you would take a word of advice on selling, I would like to offer this. It may save you years of wasted time: *Never argue with the customer.*"

"When I was a lad in high school I was on a debating team that got in the habit of 'licking' all comers. I was petted by the faculty for my ability to blast holes in any opposition.

"Shortly after graduating I started to sell. To me 'selling' meant 'convincing'—and 'convincing' meant a debate between the customer and myself until one of us caved in.

"It took me nearly six years to wake up. During that time I built up a fairly nice trade, but I didn't get a high percentage of the big buyers, and a good many people seemed to treat me in an offish sort of way. And I used to wonder at the warm welcomes that other salesmen used to tell me about in describing their reception by some of the men on whom they called.

"One night all of a sudden the thought came to me that I must be the only traveling man in the Middle West who had never been asked by a single dealer to come home to dinner with him.

"It was quite a shock. I figured and worked over that problem

for several weeks, and might have been at it yet if Fate had not thrust me one afternoon into the presence of a merchant who was actually being sold by another salesman whose batting average I knew to be exceedingly high.

"Then I wondered why I had not been fired long ago. The other salesman's tactics were just the opposite of mine. He hadn't a single argument. He explained. He suggested. He informed. He didn't—for efficiency sake—act stingy with pleasant conversation about the weather, the kids or Friend Wife. There were no carefully worked up speeches or rebuttals. As a matter of fact I couldn't see where he had a right even to land an order—yet I could certainly feel it coming and when it was passed over to him I'm darned if the buyer didn't come across with that speech of tribute that had never come my way: 'It must get tiresome feeding in hotels all the time. Wouldn't you like to come out to my house for dinner?'"

"Sometimes I think a writer could make a real story about the job I had in making myself over into a regular fellow. I—well, as far as you are concerned I return to my original statement—*Never argue with the customer.*"

#### RUMORS THAT FOLLOWED ON TRAIL OF OVER-SOLICITATION

A dealer in men's wear related an experience on "selling 'em hard" that furnishes an interesting sidelight on the frequency of the salesman's call.

"About a year ago," he said, "I noticed that the salesman for a certain manufacturer began to double up on his calls. This continued for about eight months. Then he dropped back to the old schedule.

"One day I asked him why he had called so often and then let up. It seems that his house had formulated a perfectly good plan from the standpoint of theory, but this plan didn't work out in practice.

"In that line it was customary for the salesman to call once every so often. This house figured that

if it broke that custom it would get the bulge on the whole field. Twice the usual number of calls was the Big Idea, and although it was rather difficult to get the salesmen enthusiastic they were finally won over. Territories were cut in half and the sales force was doubled.

"After six months of this the executives got together and looked over the sales sheets. As far as they could see, the increase was no greater than normal. Shortly after the salesmen were called in to give their ideas about the new plan. They had nothing much to report except that now and then a dealer would ask why the dickens they were always hanging around.

"Then someone suggested that a research man be sent out to see what he could find. The investigator posed as a writer who was gathering material for trade-paper articles. This approach enabled him to let his interview wander in any direction he might choose.

"Finally, he did get around to a discussion of manufacturers' salesmen. A perfectly natural question was, 'How often does the average salesman call on you?' From there on he led up easily to the manufacturer who was making the double calls.

"After talking thus with 100 dealers he turned in his report. A summary showed repeatedly such remarks as, 'Monopoly Shirts must be on the toboggan. Their salesmen have been calling nearly every other day lately'—'The salesmen for Monopoly Shirts pester the life out of me'—'The Monopoly Shirt people must be worried about competition.'

#### MORE RISK THAN MERIT

"Whether or not to continue bucking custom was the question before the manufacturers of Monopoly Shirts. They decided the job had more risk than merit."

So another form of "selling 'em hard" gave way to quieter methods.

A salesman who consistently gets signatures to some of the

biggest orders in his field gives credit for his success to a formula which is the direct opposite of "selling 'em hard." His method is based almost entirely on the word "advise." It is not the word alone, but the way in which he uses it. He sells a rather extensive line of merchandise. He aims immediately to get on the merchant's side—as though the merchant had called him in as counsel on what his proper stock should be.

His attitude is almost one of loyalty to the trade first, with his employer in second place.

His starting point is the assumption that his goods are naturally the best of their kind. This assumption is based on the sincere belief in what he has to offer. He quietly "advise" seven dozen of No. 140, a gross of No. 73 and a quarter dozen apiece of Nos. 29, 43 and 84.

Once he became convinced that a certain merchant should order 1,000 of one of his products. The merchant had never before bought more than 400 at one time. The salesman simply had a hunch—he couldn't give any startling reasons for his advice.

Coming around to that item, he said, "Mr. Sturgis, I am going to advise you to buy 1,000 of No. 77. That is a big order, but every indication points to a greater success for No. 77 than has ever come to any other item that we sell."

The merchant began to advance objections.

The salesman simply brushed them aside. "Yes," he said, "I have thought of all that, but I am sure that my advice is sound. Haven't you found it so before?"

The merchant had. Although he argued for quite a while, the salesman stood by his advice, simply reiterating his faith in it—and got the order. In explaining his method, he said, "I read some years ago that a certain New York financier was one of the greatest salesmen the world ever knew. Selling was a very simple affair with him. When he had a new proposition to float he would

The  
Magazine of a  
Remade World

# THE RED BOOK MAGAZINE

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*More than Three-Quarters of a  
Million Copies per Issue*

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## *Advertising Rate*

Effective

*May 1920 Issue*

\$1800 a Page

\$5.00 a Line

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THE RED BOOK CORPORATION

RALPH K. STRASSMAN  
Vice President and Advertising Director

usually pick his men carefully, and then call them up on the telephone. He would describe the undertaking very briefly, and then say, 'I would advise you to get in on this. How much would you like me to put you down for?'

"It struck me then that while it was going some for a manufacturer's salesman to be chasing an ideal like that, it was at least worth while to try to approximate it, so I have gotten a first-class line, and have always tried to offer advice that was based on careful thought. The volume of business I am turning in to-day is the direct result of employing that method."

One of the most successful insurance salesmen in New York is a chap who blushes and stammers to this day in spite of the years spent at the game. A bashful salesman is such a novelty that open doors await him wherever he goes. Salesmen who are "selling 'em hard" might spend a profitable half hour thinking it over.

### Ad Men Authors: Lockwood a "Printers' Ink" Contributor Too

THE JOHN N. WILLYS EXPORT CORP.  
NEW YORK, Feb. 25, 1920.

Editor of PRINTERS' INK:

Probably I will not be the only one to suggest the addition of W. S. Lockwood's name to the list of "literary" advertising men named in your editorial "Able Competitors" in the February 12th issue.

Mr. Lockwood, I understand, is advertising manager of the H. W. Johns-Manville Company. A few years ago, while acting in a similar capacity for the Toledo Scale Company, his story "De Luxe Annie" was published by *The Saturday Evening Post*, later being adapted to the stage and to the screen. Just recently I noticed another story by him, "The Girl Who Slept in Bryant Park" in *The Ladies' Home Journal*. Both appeared under the name of Scammon Lockwood. There may have been others in the meantime, of which I am not aware, but these, I am sure, entitle Mr. Lockwood to a place on the roll of honor.

H. R. STURGEON,  
Advertising Manager.

The Madison, Wis., *Capital Times* has appointed as its foreign representatives Payne, Burns & Smith, Inc., New York, and G. Logan Payne Company, Chicago.

### Florida Fruit Grower's Campaign

Being accustomed to witnessing the advertising of fruits, especially of oranges and grapefruits as a co-operative effort is, perhaps, the reason that compels attention to the advertising of an individual fruit-grower, the Erwin Groves, of Winter Haven, Fla.

For over a year this organization has been advertising its grapefruits and oranges to the ultimate consumer in the direct-by-mail field.

This mail-order advertising has been confined to one four-page circular which carries with it a return post-card.

The experience which this organization has met with in direct-by-mail field has recently made it spread in its advertising activities to wider fields. Already a campaign in certain publications, not too ambitious in its scope, has been undertaken.

### D. W. Howe, Ad Manager, Syracuse "Post Standard"

David W. Howe, who has been in charge of the gravure advertising department of the *Post-Standard*, Syracuse, New York, during the last six months, has been made advertising manager of that newspaper. His previous newspaper connections were with the Burlington, Vt., *Free Press*; Lowell, Mass., *Courier-Citizen*, and the New York *Tribune*.

### Another "Unregisterable" Trade-mark Copyrighted

GENERAL MOTORS ACCEPTANCE CORP.  
NEW YORK, Feb. 24, 1920.

Editor of PRINTERS' INK:

I was rather interested the other night in reading your Special Washington Correspondence regarding the ability now to copyright an emblem such as The H. K. McCann Company uses.

It would interest you to know that three or four years ago I copyrighted in a similar way the emblem of the Continental Guaranty Corporation.

PAUL FITZPATRICK,  
Vice-President.

### Gypsum Wallboard Campaign

The United States Gypsum Company of Chicago has started a national campaign in behalf of "Sheetrock," its gypsum wallboard. The campaign was started by a double-page spread in a national medium and this will be followed by other copy as the plan progresses.

### C. W. Byrne, Director of Service, Critchfield Agency

C. W. Byrne has been appointed director of service in the advertising agency of Critchfield & Company, Chicago. Mr. Byrne has for some time been connected with that agency in another capacity.

*Frederick J. Ross, by friendly agreement, withdraws his interests about March 15th from Blackman-Ross Company of Ninety Five Madison Ave. New York. Thereafter this Company will be known as The Blackman Company.*

## F.J. ROSS COMPANY

INCORPORATED FEBRUARY 11, 1920

with organization personnel complete wishes to announce that it will practice advertising in its own quarters, on or about March fifteenth 1920, at 119 West Fortieth Street, New York. The members of its organization desire now publicly to commit themselves to a full acceptance of every obligation attached to the ethical conduct of business and the sound practice of advertising.





## *Six Million Dollars Spot Cash Every Day*

**L**IVE STOCK farmers receive an average of \$6,000,000 every working day in the year for live stock alone at Chicago, Kansas City, Omaha and St. Louis.

¶ Every essential detail of this great volume of business in cattle, hogs and sheep is accurately presented day by day in **THE CORN BELT FARM DAILIES**. These publications, one at each of the four principal market centers, serve as the barometer of the industry.

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# Corn Belt

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¶ In addition they give the live stock farmer prices of grain, hay, produce, hides, wool, etc. They tell him what is going on in the money centers. Correspondents in all leading agricultural sections report live stock and crop conditions. Two special correspondents at Washington keep him informed on legislative matters affecting his industry. He gets the essence of the world's news through the United Press Association telegraphic and cable service.

¶ His problems of production are covered in special articles and regular departments such as Farm Engineering, Crops and Soils, Feeds and Feeding, Poultry, Veterinary, etc. The Household, Fashion and Junior Departments, with other features, hold the interest of the women and children.

¶ Such an editorial service reflects the character of those it serves. 117,000 prosperous live stock farmers of the Corn Belt have the money to buy your product right now. You can reach them through THE CORN BELT FARM DAILIES.

Daily Drivers Journal, Chicago, Ill.

Daily Drivers Telegram, Kansas City, Mo.

Daily Drivers Journal-Stockman, Omaha, Neb.

Daily National Live Stock Reporter, E. St. Louis, Ill.

General Advertising Office:

**THE CORN BELT FARM DAILIES**

836 Exchange Ave., Chicago

W. E. Hutchinson, Adv. Mgr.

Eastern Advertising Office:

**PAUL W. AND GUY F. MINNICK**

303 Fifth Ave., New York



# Farm Dailies



There is one inflexible standard to which every piece of Floing art must measure up.

And that is, that it must interpret the thought of the advertiser in a way that suggests unmistakably pleasant feelings toward his business.

WILFRED O. FLOING COMPANY  
1316 Garland Building  
CHICAGO

## Why Can't Manufacturers Take Back Empty Containers?

THE THEATRE MAGAZINE.

NEW YORK, Feb. 19, 1920.

Editor of PRINTERS' INK:

I have been much interested in the street car advertising of Colgate's handy grip shaving stick—it is a step in the right direction—and the thought occurs to me—why not the same sort of conservation in other lines?

While there is a general lament because of the shortage of merchandise—is there no value in an empty Listerine bottle, or in the bottles that contain Glycothymolin, Pinaud's Eau de Quinine, White Rock, Pluto Water, and an endless variety of other trade-marked articles?

And there are the expensive perfume bottles and the heavy china jars that contain cold cream and other toilet preparations. All these containers have a definite value and their usefulness is not impaired after they have been emptied of their contents.

But we have not yet learned how to save, and these empty containers are thrown into the ash barrel.

It seems to me that it would be a wise and timely move for the manufacturers to permit purchasers to return these containers and get a rebate of five, ten or more cents, whatever they may be worth, upon re-ordering the article, and the chances are, under such a system, that the purchaser would call for the same article again and again, and refuse any other, thereby becoming a steady buyer.

This system has existed in France from time immemorial, but the French are a thrifty nation.

I am not ignorant of the fact that several concerns make a business of collecting empty bottles and selling them back to the manufacturers, but it seems to me that my suggestion is worthy of the earnest consideration of manufacturers of articles which are sold in bottles and jars.

PAUL MEYER,  
Publisher.

## Advertising Opportunities for Steamship Lines

THE PARAFFINE COMPANIES, INC.  
MANUFACTURERS

CALCUTTA, INDIA, Jan. 21, 1920.

Editor of PRINTERS' INK:

Steamship lines, whose freight rates are still high and whose charges often double the cost of American-made manufactured articles when carried to ports in Asia, still refuse to advertise their services. While banks, public institutions, and industrial interests are advertising to you in the states the advantages of foreign trade, the cargo boat operators themselves seem to overlook the opportunity to induce greater activity on the part of exporters and importers by advertising.

Agents of steamship lines know or can ascertain the imports and exports from all countries to a port at which their boats touch. They can provide themselves with cargo in the future (when they may need it) by making these facts known by specialized advertising. They could publish with profit to themselves, in good will, at least, a list of transshipment carriers from the principal terminals in Europe and Asia; they could specify freight rates and explain port charges that are now often unknown to the shipper who only quotes an f. o. b. New York or San Francisco price.

With the Guaranty Trust Company and the Irving National Bank advertising enterprise as an example, American steamship lines (whose profit from the activities of those financial institutions must be large even though only an indirect benefit) could serve United States trade.

Steamship service can only be maintained when cargo is available for outward and inward voyages. The advertising of products that might be used for manufacturing in America, and the same material after being manufactured and ready for use in foreign lands would make interesting subjects for publicity.

EDWARD HOCHINS.

## National Cash Register Adopts Profit-Sharing Plan

The National Cash Register Company, employing approximately 7,000 people in its plant at Dayton, Ohio, has announced a plan for equal division of profits with its employees for 1920. Only employees in the Dayton plant of the company will share in the profits.

John H. Patterson, president of the company, announced that the profits will be determined by outside accountants, and that after the net profits have been determined, an amount, equal to 6 per cent interest on the company's investment will be deducted.

The remaining profits, the statement said, will be divided into two equal shares, 50 per cent to the company and 50 per cent to be divided among the employees.

Profits to be distributed among the employees will be divided into two parts, half to executives and foremen and half to other employees.

The plan, it was announced, will cover the year beginning with January 1. Payments will be made July 1 and December 31. No employee will receive profits unless he has been in the employ of the company for six months.

## G. E. Twitmeyer Dead

George E. Twitmeyer, who for a number of years was advertising manager of the Peerless Motor Car Co., Cleveland, and has been sales and advertising manager of the Stevens-Duryea Co., Chicopee Falls, Mass., died recently, a victim of influenza.

# Fighting "Pussyfoot" with Paid Space

Three Distinct Press and Poster Campaigns to Defend the Englishman's Right to Get Drunk

By Thomas Russell

London, England, Correspondent of PRINTERS' INK

WITH the food of the people at three prices, the pound sterling down to little over three dollars in exchange, taxation high (but not so high as it should be) and our export markets threatened by the efficiency of dry America, the patriotic liquor trade in Great Britain is filling the newspapers and walls with advertising to protect our £400,000,000 annual drink bill. Lord Leverhulme, returned from America, has just reminded us that we could pay our war debt in five years with the mere cost of the liquor that we drink. But with the increased efficiency, the big output of manufactures that we sorely need, and the savings in sickness, death, asylum and prison expenses which would follow a "dry" trail, we could do it sooner.

During the war, enforced dilution of spirits and thin beer put hundreds of millions into the pockets of distillers and brewers. They sold water by the million gallons at twice the price of liquor. Every brewing and distilling company's shares are quoted at three or four times pre-war prices. Gin-mills that tottered in 1913 are flourishing now. The process of "cutting a melon"—distributing new shares in place of the unheard-of dividends earned (thus, incidentally, shirking taxation)—has been common. Naturally the pockets of the liquor trade are bursting with money, which is freely spent to keep Britain from following the lead of the United States and freeing herself from the drink-evil.

It is not easy for an Englishman with his eyes open to write temperately of this campaign—or rather of these three different campaigns. The Whisky Association is using newspapers. The Licensed Victuallers' Defence Association ("Licensed Victualler"

is the polite word here for saloon-keeper) uses newspapers and posters, too. The brewers have an extensive poster campaign. Importers of wine are getting ready. The pro-liquor papers are full of anti-"pussyfoot" jokes. All the forces of disorder are mobilized. A temperance speaker is liable to be stoned at public meetings. Booze is probably doomed: but it will die hard.

## "PUSSYFOOT" JOHNSON'S POPULARITY

The keynote of many advertisements is insular: "What business is it of America's to teach us sobriety?" Much is made of the statement that large sums—£30,000,000 has been named—are to be used in a prohibition movement. The injuries received by Mr. Johnson, almost as soon as he arrived, produced a reaction. He lost the sight of an eye, and sustained broken ribs and a spinal injury in a riot which began with a medical students' "rag." It was said that the stone which struck him was not aimed.

Mr. Johnson, at all events, accepted this view: "The boys didn't mean any harm," he said; and his manly cheerfulness appealed strongly to the British spirit. He showed himself to be what we call a "sportsman." He won many thousands to his side by this. I do not mean that people became teetotallers in consequence; but I do mean that he was recognized as an honorable opponent.

"Pussyfoot" ceased to be, with the decenter part of the anti-prohibitionists, a term of contempt. It is left to the people who make money out of drunkenness to continue the mudraking. The real story about the name "pussyfoot" was printed; we saw that "Pussyfoot" Johnson wasn't a sneaking spy, but very much of a man; and

**CHARLES J. BOYLE**

I first met Charlie Boyle at a Dartmouth football game. As he was a former Dartmouth football star, I was bound to meet him there. He was at that time New England manager for Butterick. I said to a mutual friend, "There is a man I would like to have associated with me." That was over twelve years ago.

He joined me a few months later and has been my associate and friend ever since.

*Lane Block*

It seems like yesterday that THE WASHINGTON POST appointed me its representative, and yet it is about twenty years ago. Although THE POST was a great newspaper then, what a remarkable change has taken place since! Its daily circulation is somewhat less than one of the other Washington newspapers, but its influence among its readers is not surpassed by any publication in the country. The Sunday POST is the leading newspaper in its community. I don't believe there is a single Local Advertiser who does not use THE POST and most foreign advertisers are also to be found in its columns.

whatever we thought of his cause, all that was not base in us took him to our hearts.

#### POOR ART AND WORSE COPY

It cannot be said by the most ardent alcoholicist that the anti-prohibition campaign has beautified our hoardings or dignified our press. Speaking impartially as a critic of advertising copy, I can find nothing in any of the matter published that ranks in merit with the average of commercial advertisements. The argument that it will be a national affront if American teetotallers propagate their opinions here is surely beneath contempt.

A half-double column Whisky Association announcement in *The Times*, London, makes the most of the wood-alcohol trouble which America had: "Prohibition is producing its inevitable results in America. Unable to obtain safe spirits the people have become an easy prey to the purveyors of poisonous substitutes . . . Government restrictions upon the sale of whisky of unquestioned quality are only less harmful than prohibition, as they create a shortage and an unequal distribution amongst different classes."

Without attempting to prove that it is a good thing for people to fuddle themselves, it is recommended that foreign whisky be avoided.

The saloon-keepers use half-page cartoons of great hideousness. One, representing an office occupied by Stigginses, built in with money, is headed "Dollars made America dry." In the corner are the words, "Geel we've struck it rich" and below is the statement that the United Protestant Churches promised "to raise 30,000,000 dollars to make England dry." Some millions of handbills, issued by another trade concern (amiably described as the People's Fairplay League) states, among much else, that "the workers look upon any Prohibition campaign as an impertinent and unwarranted interference with the rights, liberties, and privileges their forefathers struggled for

and won"—including (I suppose) the right not to be given good advice by any damned foreigner.

A graph, purporting to show the relative pauperism of wet and dry states at a date not given argues both in press advertisements and posters that "if drink leads to poverty and total abstinence to wealth, then the United States, Great Britain and France would be the poorest countries in the world, while Turkey, India and Persia would be the richest." A good deal of booze would be required to reduce any intellect to the level where the silliness of this would be invisible. A statement of Sir James Crichton Browne, M.D. (of course without its qualifying context) that "Alcohol is a nutrient" is made much of. Quarter-double columns are used in all London dailies and evening papers that will print them, in the chief provincial dailies and in the Sunday newspapers of national circulation.

A large national poster campaign, with bills up to sixteen double crown, (120 inches by 80 inches) makes great play with the name "Pussyfoot." One, by a Northcliffe press cartoonist, shows a highly imaginative "Pussyfoot" standing at the foot of a bed, to which John Bull is tied down, with the words:

"Sleep, baby sleep,  
No longer weep;  
Angels are guarding thee  
Sleep, baby, sleep."

A Carlton Studio design, also in 16-sheet size, shows a workman drawing "Pussyfoot" out of his beer, with the not very relevant wording, "Lumme—there's a microbe in my beer."

A small bill, from another source, shows a figure with stars and stripes on a high hat and a nose stretching across the Atlantic to a house labelled "John Bull: Private." The figure carries a bag marked "Dollars for Dirty Work in England" and the footnote is "Shall he pro-boss-us?"

Pro-boss-us—proboscis. I hope you see the "joke"?  
Everybody laugh!

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# 229,543

*Paid-in-Advance Subscriptions Each Issue*

<b>459,086 Each Week</b>
--------------------------

That's why, if you are after the farm trade in the great St. Louis trade-territory, it will pay you to **CONCENTRATE** in the

**WEEKLY**

# Globe-Democrat

**ISSUED TWICE A WEEK**

On February 14th, two months after our absorption of the "Twice-a-Week Republic," our paid-in-advance circulation by actual count was **GREATER THAN THE COMBINED CIRCULATIONS** of both papers at the time of the absorption.

And this gain has been secured without canvassing, without mail solicitation, and without sending out a single sample copy.

<p><b>Do You Receive <i>Team-Work</i> ?</b></p>
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<p>TEAM-WORK is our house organ. For four years it has been preaching the gospel of advertised goods to the thousands of small-town merchants in this territory. Shall we put you on the mailing list?</p>
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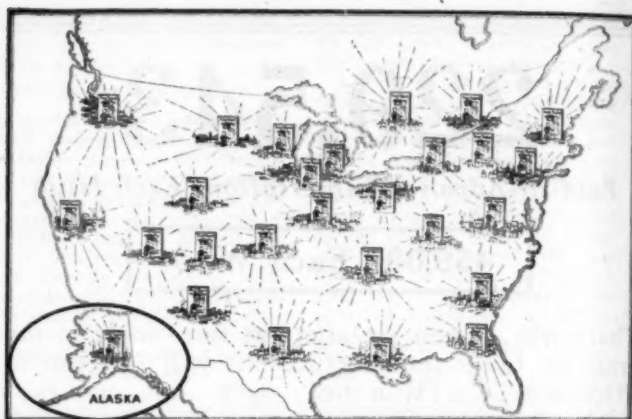
<p><b>Address: WEEKLY GLOBE-DEMOCRAT, ST. LOUIS, MO.</b></p>
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## Over 50,000 Circulation Every Month

When Drug Topics was bought by the Topics Publishing Company, Inc., three months ago, it had grown—in 36 years—to be the largest publication in the drug field, having a paid-in-advance circulation of over 17,000.

Now the greatest drug jobbers in the country have paid for the subscription of every druggist in their territory at the regular rate of \$1.00 per year, so that today Drug Topics has a circulation of

every retail druggist in the United States, Canada and Alaska.  
every jobber's executives and buyers.  
every jobber's salesman.

With Drug Topics you can cover the entire drug trade every month at a cost of a fraction of a cent per reader. *Thousands of voluntary letters prove that Drug Topics is read—and read thoroughly.*

First forms for the April issue close March 10th, last forms  
close March 15th.

# Drug Topics

The National Magazine of the Drug Trade

Now—89 Fulton Street, New York

*Jerry McAnade*  
Editor

VERNEUR E. PRATT  
Publisher

## A Plan—

*Brief Description:* A plan through which agencies and national advertisers can "sell" every retail druggist in the United States their national advertising campaigns.

*Mechanical Instructions:* Take drawing as used for any National magazine ad. If full page, order at the same time from engraver a set of plates "one-quarter size". If less than a page simply order plates 6 inches high. Send plates to Drug Topics, who will then fit these plates into a "skeleton page outline"—showing that the ad has been torn from a magazine. Have copy department write copy "selling" the consumer ad to the druggist, jobber and jobber's salesman.

*Advantages of Plan:* (1) Reduced fac-simile of each consumer ad goes to every druggist in the country, in actual color, if you choose,—just as originally printed in national consumer medium. (2) Copy to "sell" druggist on ad accompanies ad itself. (3) Eliminates 50,000 expensive "broad-sides", and obviates printing, addressing and mailing. (4) Placed in Drug Topics, the ad is carried amongst interesting stories, just as it was in the consumer medium, and catches the druggist's eye at a time when reader-interest is at highest pitch.

*Circulation:* Drug Topics is now read by every retail druggist, wholesale druggist and wholesale druggist's salesman in the United States, Canada and Alaska. The 50,000 subscriptions of \$1.00 per year each are paid for in cash by a syndicate of great drug wholesalers.

# Drug Topics

The National Magazine of the Drug Trade

After March 15th—Evening Mail Building, New York

MARVIN S. SMALL, Business Manager

FRANK C. THOMAS, Eastern Adv. Mgr., 35 West 39th Street, New York  
 WILLIS B. CONANT, Western Adv. Mgr., Peoples Gas Building, Chicago  
 GEORGE M. KOHN, Southern Adv. Mgr., Candler Building, Atlanta  
 ROY M. EDMONDS, Southwestern Adv. Mgr., Arcade Building, St. Louis

# Advertising as Literature

The Advertising Writer Is the Dramatist of Business

By James Wallen

**SIR ARTHUR QUILLER-ROUCH**, one of the most eloquent teachers of the trade of writing, said to the students of Cambridge University:

"Shakespeare wrote, as Burke wrote, for his audience; and their glory is that they have outlasted the conditions they observed. Yet it was by observing them that they gained the world's ear. Let us, who are less than they, beware of scorning to belong to our own time."

Following Sir Arthur's dictum, we must admit advertising to be a form of literature in our day—the literature of persuasion. Once commerce and literature were separated by a great divide. When art and life became estranged, art became altogether too precious and so waned and died. This happened with the Pre-Raphaelite movement in England. If you divorce trade and literature, both letters and business suffer.

Industry is so much a part of our existence that we must glorify it and make it alluring to the finest minds. One of the functions of advertising is to furnish the business man with a mode of expression regarding his work. In order to understand your own ideals, you must express them. Advertising is the expression of the business man's ideals. When you write about a business, you give it a place in the sun, where all may see its virtues and defects.

Every man who advertises has a better conception of his business than the man who never experienced publicity. Most important, changes in policy in a business come when the advertising plan is formulated and the truth about the business is set down on paper. Outside of this

very necessary analysis and picturization of a business, there is the consciousness that you are a known factor in the world's affairs. There is nothing so hygienic as prestige.

Advertising poetizes for the business man the thing that is nearest to his heart and mind—his work. Under the title of "Dealing in Dreams" Lord Dunsany has written:

"The poet really deals in things that the business-man wants: in dreams, vital inspirations and the other necessities of life which money can not really buy. In the secret recesses of the most materialistic business-man's heart there is the longing for phantasy and artistic things. No matter how much wealth he piles up, back in his subconsciousness is the longing for something sweet, quaint, lovable—an old-fashioned country home, for example, with its garden of flowers and dreams. Yet he is too imprisoned in his ticker tapes and his profit and loss accounts to tear himself loose to indulge in his ideal. So you see the poet and the dramatist must bring it to him.

"The poet or the playwright is nearer the real man, more essential to his well being and contentment than even his tailor. It takes, they tell us, about seventy years to run the span of a human life in actuality; yet the artist of the drama crystallizes it into ninety minutes and three or four acts—or a few printed pages. The dramatist is the physician of the sickened, world-worn soul, and I believe that his great gift to his fellow-men is the spiritual shepherding of a flock too busy in the ruts of workaday life to lose themselves in their own phantasies."

We might well claim that the advertising writer is the poet and dramatist of business, in that he

Portion of an address delivered before the Cleveland Advertising Club.

satisfies some of the unexpressed desires recorded by Lord Dunsany.

This very thought replies to some of the questions with regard to the future of advertising. It is often asked, "Is there too much advertising—will it come to that boggy—'the saturation point'?" We know that of the making of books there is no end because the need of fresh thought, like fresh air, is eternal. The desire and the need for advertising will increase as certainly as man progresses. Advertising is a herald of progress. The more advertising we have, the more complete the record, and the greater the interest in it.

#### CERTAIN ADVERTISEMENTS BETTER THAN PAID ARTICLES

Many advertisements are so much finer in texture than matter appearing in the text pages of the periodicals that I feel inclined to say that the publishers should pay for them, rather than be paid for their space. Their reader attraction value is in many instances greater than that of the material to which the editor not only devotes gratis space but an investment. Let us strive, then, to make advertising so gorgeous that the publishers will be glad to have it for its circulation-compelling ability.

I presume that I should not prophesy the millennium in this sorely-tried world, but, seriously, I believe that the more advertising we have, the more interested will people be in what we present. Instead of advertising diminishing in power, it will increase, because it will be accepted as literature of the day.

Many advertisements published to-day do measure up to the standards of sheer literature. As a contrast and yet a comparison of the literature of 1800 and that of 1919, let us take a paragraph from Leigh Hunt's "Coaches and Coaching," and another from a Jordan motor car advertisement. Both specimens concern types of vehicles. This is what Leigh Hunt has to say about a carriage:

"It rolls with a prouder ease than any other vehicle. It is full of cushions and comfort; elegantly colored inside and out; rich, yet neat; light and rapid, yet substantial. The horses seem proud to draw it."

And here is a paragraph from a Jordan advertisement:

"It roars like a Caproni biplane. It travels like the wind.

"Dogs bark as it comes along. The chickens scatter, squawking. The old folks storm. The little boys cheer. And it's gone.

"The Playboy is the lightest car on the road, for its wheelbase. It is exquisitely balanced."

Are not these two extracts as nearly alike in literary quality as the vehicles described differ in speed and performance?

The test in advertising from now on will not be so much how much advertising there is, as, how well and alluringly we express ourselves. The traveling power and penetration of a fine bit of writing or an epigrammatic saying are amazing.

Elbert Hubbard published "The Message to Garcia" in what was then an obscure and freak magazine. This business classic has been reprinted over fifty million times, and in every major language. It was seen and appreciated by a great man, George H. Daniels, who understood its possibilities.

Theodore Roosevelt, speaking from the rear platform of a railway train at a crossroad station, gave vent to his emotions in some such phrase as, "I never hit softly," and all the world repeated the phrase next morning.

It is the voltage and the construction of what you say rather than your immediate circulation that counts. This is one of the obvious facts to be reckoned with in advertising. Many a man has found himself famous by reason of a fortunate stroke of eloquence before a limited assemblage. A bit of poetic humor, "off ag'in, on ag'in, gone ag'in, Finnigan," made Strickland Gillilan a jester of national fame, and yet I believe the poem was originally published in



The distributors listed will supply sheets of all Westvaco Papers for dummies and also copies of the Mill Price List.

DETROIT . .	The Union Paper & Twine Company
CLEVELAND . .	The Union Paper & Twine Company
CINCINNATI . .	The Chatfield & Woods Company
PITTSBURGH . .	The Chatfield & Woods Company
BOSTON . . . .	The Arnold-Roberts Company
PHILADELPHIA . .	Lindsay Brothers, Incorporated
WASHINGTON, D. C. . .	R. P. Andrews Paper Co.
NORFOLK, VA. . . . .	R. P. Andrews Paper Co.
YORK, PA. . . . .	R. P. Andrews Paper Co.
NEW YORK .	The West Virginia Pulp & Paper Co.
CHICAGO . .	The West Virginia Pulp & Paper Co.

**THE WEST VIRGINIA PULP**  
NEW YORK: 200 Fifth Avenue

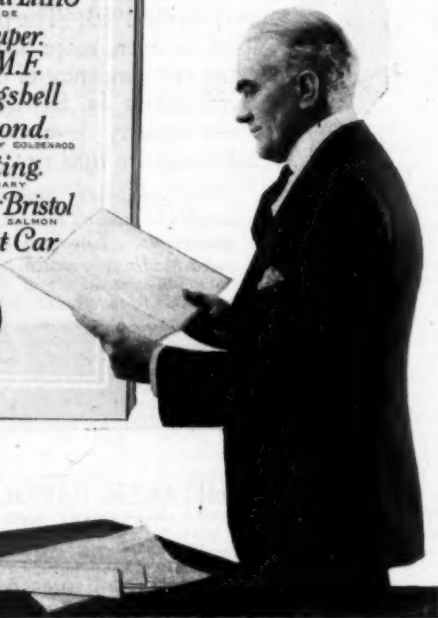
## The Mill Price List

*Velvo-Enamel.*  
*Marquette Enamel.*  
*Sterling Enamel.*  
*Westmont Enamel.*  
*Pinnacle Extra-strong*  
*Embossing Enamel.*  
WHITE INDIA  
*Westvaco Ideal Litho*  
COATED ONE SIDE  
*Westvaco Super.*  
*Westvaco M.F.*  
*Westvaco Eggshell*  
*Minerco Bond.*  
WHITE PINK BLUE CANARY GOLDENROD  
*Origa Writing.*  
WHITE CANARY  
*Westvaco Index Bristol*  
WHITE BUFF BLUE SALMON  
*Westvaco Post Car*



THE West Virginia Pulp & Paper Company have succeeded in combining quality, uniformity, and volume of production in paper.

Samples of the Westvaco trade-marked brands itemized in the Mill Price List will be sent to any user for purposes of inspection.



WIA PULP & PAPER CO.

venue CHICAGO: 732 Sherman Street

1903 1920

# WORTHMORE BOND

LUXURY WITHOUT EXTRAVAGANCE



**S**EVENTEEN years ago we placed on the market the first run of Worthmore Bond, a superior quality paper, made and advertised for "luxury without extravagance." This characterization is as appropriate in 1920 as it was in 1903. The paper itself is even more so, because the tendency of most commodities is toward a lower quality level while extravagance runs riot.

*White and Colors. Sizes and weights to meet all market requirements. Envelopes and ruled headings to match.*



## THE WHITAKER PAPER COMPANY

CINCINNATI, OHIO

BALTIMORE	DETROIT	ATLANTA	BIRMINGHAM
RICHMOND, VA.	BOSTON	NEW YORK	COLUMBUS, O.
Denver . . . . .	Peters Paper Co. Division	Dayton, O. . . . .	Keogh & Rike Division
Chicago . . . . .	Thomas Bros. Co. Division	Pittsburgh . . . . .	Hartje-West Penn. Div.
Indianapolis . . . . .	Indiana Paper Co. Division		



*Life* when its circulation figures were very modest. Put the genuine ambrosia into your copy and it will carry itself down the country lanes as well as up the avenues of the world.

#### A VITAL JOB NECESSARY FOR WRITER OF HIGH ORDER

But as a word of warning, let me say to you, do not employ a writer of high order unless you have a vital job for him. Clayton Hamilton, in an article for *Vogue*, made the claim:

"It is utterly impossible for any author of genuine ability to 'write down' to an unappreciative public for the sake of making money. Kipling, Galsworthy, or Conrad could not write a Laura Jean Libbey novel if they tried. An author can no more escape from his own mind than a jumping frog can escape from his own shadow. It would be much easier for any writer to succeed in doing something better than his best than to succeed in a conscious and deliberate endeavor to do something worse than his worst. The cheap books of the world are written by cheap people,—that is to say, by people whose minds are easily and naturally cheap; and neither Barrie nor Pinero nor Galsworthy nor Shaw could write so good a melodrama of the type that used to flourish in the dear old days along Third Avenue as a man who worked sincerely to the best of his ability,—like Theodore Kremer, for example."

As is here inferred, your high-class writer will merely despise the job and his insincerity will proclaim itself unless you give him a first-class thing to do. If you have an inferior proposition, hire an inferior man, who, like Theodore Kremer, manufacturer of melodrama, "will do the thing convincingly." Select your writer for the job and do not endeavor to mould him. A man is what he is and you cannot change what God has wrought.

I believe in adaptability, but adaptability is a matter of moods, points of view and not of ideals. Too many advertisers have asked

high-class writers to compromise with conscience and to endeavor by literary art to create an illusion about inferior products. And alas, too many able writers have attempted it.

However, if a literary artist paints for an advertiser an idealistic picture of his goods, which is attainable, he has rendered a great service and the wise advertiser will immediately proceed to improve his goods according to the standards set by the advertising writer. And this is one of the great feats which advertising performs. Like the photographer who makes his subject emphasize her best points, the advertising writer emphasizes to the advertiser what his product should be.

There is another service that the right kind of advertising writing is performing. Advertising is making of the old fighting competition, a gentlemanly duel. The old underhand fight through secret understandings, rebates and murderous methods, is now transferred to the open pages of the magazines, the newspapers and the posters. It is a debate in the advertising forum and not warfare in the back yard of business. A business man to-day comes near to Allan Upward's description of the coming man:

"First and foremost a good-tempered Man, trying to play the Game according to the Rules and ever ready to learn, and to change the Rules of the Club when the Rules of the Game are being changed by the Man Outside. I foresee that he will not all at once beat his sword into a ploughshare, but that he will in time put a button on his foil, and that when he finds he must fight, he will fall on, not spitting and snarling like a beast, but like a gentleman, raising his sword to the salute, and keeping loyally the Rules of the Fencing School."

Bruce Barton has finely said that we will beat our swords into electrotypes. And that is just what advertising is doing for business.

It was Mr. Dooley who was annoyed by the fact that there was

too much mere literature in the magazines which he bought for the sole purpose of reading the advertising. Now, the gods forbid that we should make advertising the exclusive reading of the American people. We can safely prophesy that advertising will share an equal place in the libraries of the future with the other forms of letters. And this will come about not because of the force of wealth behind advertising, but because of its contributions to the welfare of humanity.

And these gifts are five in number:

Primarily—The contribution to the economy of life and more intelligent living.

Second—The contribution to the improvement of the utilities and applied arts in merchandise.

Third—The contribution to the decencies of business—the competition of the open page.

Fourth—The contribution to self-expression—creating a voice for the business man.

Fifth—The contribution to art and letters—making advertising desired for itself, like the princess who was loved not for her title, her houses and lands, her social position, but for her personal beauty, her rare qualities of heart and mind.

When advertising is desired for itself, it will not need a tribute before the people. And I conceive it to be not only a task but a duty to make advertising fine in raiment and noble in diction.

I am making a special plea for finely written copy because too many advertisements to-day are well-dressed nobodies—verbal Beau Brummels. Time, thought and young fortunes are expended on typography and art work in an endeavor to say nothing, beautifully. Some of the best-loved books in the world have been badly printed and woefully bound, yet, like the orator indifferent to dress, they have put their message on the tongues of men.

I have a positive adoration for a beautiful book, but its text must be worthy of the elegance of vel-

lum and levant. The copy for an advertisement must have the elements of a publicity classic before you are justified in giving it elaborate dress.

### Hosiery Manufacturer Interested In Barter Question

JOSEPH P. VOORHEES

HOSIERY

NEW YORK, Feb. 25, 1920.

*Editor of PRINTERS' INK:*

I have been very much interested in an article in your paper on barter as a means of overcoming existing difficulties in dealing with foreign countries owing to the rate of exchange.

I would appreciate your forwarding me at my expense six copies of your issue of February 19 containing this article as I would like to distribute them.

CHESTER B. VOORHEES.

### City of Omaha Will Advertise Again

The Omaha Bureau of Publicity, which has conducted campaigns advertising the city of Omaha in national mediums, has undertaken another campaign. Copy is being placed by the Darlow Advertising Company of Omaha.

This agency has recently undertaken an advertising campaign, placing copy in farm papers in the Middle West for the Sioux Tire Company, Sioux City, Ia.

### H. A. Jeffcott Joins Donovan-Armstrong Agency

H. A. Jeffcott, formerly sales manager and more recently general manager of the personal service department of the Harvey Blodgett Company, advertising agency, St. Paul, has joined the staff of Donovan-Armstrong, advertising agency, Philadelphia.

### J. A. Morley Made Advertising Manager of Wilson & Co.

James A. Morley, who has been advertising manager of the N. K. Fairbank Company, Chicago, was recently made manager of the advertising department of Wilson & Co., packers, Chicago.

### B. H. Fearing with Reuben H. Donnelley Corporation

Benjamin H. Fearing, who during the last two years has been manager of the advertising department of the Hurley Machinery Company, Chicago, has been made advertising manager of the Reuben H. Donnelley Corporation, Chicago, publisher of "The Red Book," classified telephone directory.

# Does it Pay to Advertise to Architects?

**T**HIS little chat is intended for makers of building materials and equipment who have felt it was a waste of money to advertise to the architects in Architectural Magazines.

Admitted, much money has been wasted. Wasted mainly because of lack of serious consideration of the architect and his methods.

Telling the architect, in big shouting letters, to *specify your goods*, is not advertising.

It is a futile attempt to coerce him, which he naturally resents.

Why don't you tell him some of the straight simple facts about your product?

Give him food—not blandishments.

Give him helpful suggestions about the uses of your product—not commands to specify it.

As publishers of ARCHITECTURE, we know the architect.

It is reasonable to assume that we can make helpful suggestions on ways of best reaching and convincing him.



## ARCHITECTURE

Published by

THE HOUSE OF SCRIBNER

CHARLES SCRIBNER'S SONS

597 Fifth Avenue, New York



# Fuller's

**Advertising**

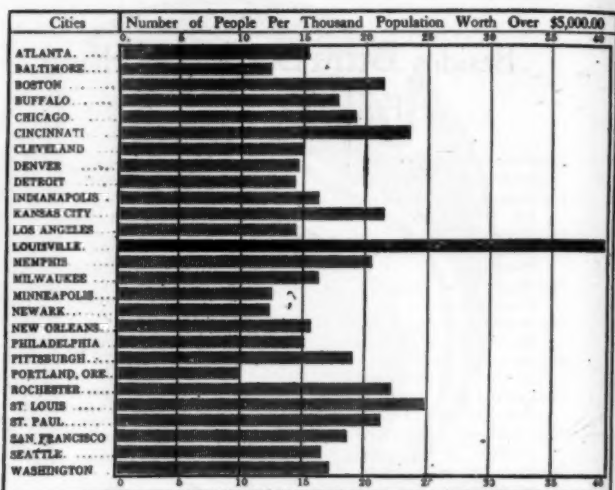
## Besides **Burroughs** the clients of Fuller & Smith are:

Aluminum Manufactures, Inc.,  
*"Lynite" and "Lynux" Castings.*  
 The American Multigraph Sales Co.,  
*The "Multigraph."*  
 The Austin Company,  
*Standard and Special Factory-*  
*Buildings.*  
 The Beaver Board Companies,  
*"Beaver Board."*  
 The Beaver Manufacturing Company,  
*Beaver Kerosene Tractor Engines.*  
 The Bourne-Fuller Company,  
*Iron and Steel Jobbers.*  
 The Cleveland and Buffalo Transit Co.,  
*Lake Steamship Lines.*  
 The Cleveland Provision Company,  
*"Wiltshire" Meat Products.*  
 The Craig Tractor Company,  
*Farm Tractors.*  
 Denby Motor Truck Company,  
*Motor Trucks.*  
 Field, Richards & Co.,  
*Investment Bankers.*  
 Free Sewing Machine Co.,  
*Sewing Machines.*  
 The Glidden Company,  
*Varnishes and "Jap-a-lac" House-*  
*hold Finishes.*  
 The Glidden Nut Butter Co.,  
*"Dinner Bell" Nut Margerin.*  
 Ivanhoe-Regent Works of General  
 Electric Company,  
*"Ivanhoe" Metal Reflectors and*  
*Illuminating Glassware.*  
 National Lamp Works of General  
 Electric Company,  
*National Mazda Lamps.*  
 R. D. Nuttall Company,  
*Tractor Gears.*  
 The Osborn Mfg. Company,  
*Moulding Machines and Foundry*  
*Supplies.*

The Outlook Company,  
*Automobile Accessories.*  
 The Peck, Stow & Wilcox Company,  
*Pexio Mechanics' Hand Tools; Tin-*  
*smiths' Tools and Machines;*  
*Builders' Hardware.*  
 Pittsburgh Gage and Supply Company,  
*"Gainaday" Electric Washing Ma-*  
*chines, "Gainaday" Electric*  
*Cleaners.*  
 H. H. Robertson Company,  
*Asbestos Protected Metal and*  
*Gypsum Roofing.*  
 Hotels Statler Company, Inc.,  
*Operating Hotels Statler, Buffalo,*  
*Cleveland, Detroit and St. Louis, and*  
*Hotel Pennsylvania, New York.*  
 J. Stevens Arms Company,  
*Firearms.*  
 The Timken-Detroit Axle Company,  
*Front and Rear Axles for Motor*  
*Vehicles.*  
 The Timken Roller Bearing Company,  
*Roller Bearings.*  
 University School,  
*College Preparatory School.*  
 The Upson Nut Company,  
*Manufacturers of Iron and Steel*  
*Products.*  
 The Vulcanite Roofing Co.,  
*Roofing.*  
 The Westcott Motor Car Company,  
*Passenger Cars.*  
 Westinghouse Electric and Manufac-  
 turing Company,  
*Central Station, Railway and Power*  
*Plant Equipment, Motors, Fans,*  
*Heating Devices, Automobile Start-*  
*ing, Lighting and Ignition Equip-*  
*ment.*  
 Willard Storage Battery Company,  
*Storage Batteries.*

# Fuller & Smith

## Cleveland



The populations used to determine the number of inhabitants per thousand worth over \$5,000 in the cities listed, were taken from city directory estimates of July, 1919.

## Louisville.. City of the Well-to-Do Where Wealth Is Most Evenly Distributed.

**L**OUISVILLE has more persons per 1,000 of population worth \$5,000 or more than any other large city in America.

Statistics compiled by large life insurance companies show that 11,920 Louisvillians are worth \$5,000 or more.

One out of twenty-five persons in Louisville is worth at least \$5,000, or, as shown by the above chart, forty out of every 1,000.

Louisville actually has more citizens worth \$5,000 or more

than Baltimore, Cincinnati, Kansas City, Los Angeles, Milwaukee, Pittsburgh, Buffalo, Washington, San Francisco, New Orleans and Minneapolis—all cities with a larger population.

Louisville leads the country in average wealth—in families of the well-to-do, with ability to buy and the will to buy.

The national advertiser has an effective service for reaching the homes of these well-to-do—The Courier-Journal and The Louisville Times, the papers that are pre-eminently the choice of the better class of homes in Louisville.

### INCLUDE LOUISVILLE IN YOUR LIST.

Check up with the S. C. Beckwith Special Agency—New York City.  
Chicago, Detroit, St. Louis, Kansas City or Atlanta—on  
Circulation and Rates of

The Courier-Journal :: The Louisville

# Advertising Can Aid Legion in Its Americanization Work

Southern California Made Acquainted with Minneapolis Platform by Advertising

By Albert E. Haase

ADVERTISING has been employed recently to make the platform and purpose of the American Legion known to the people of Southern California.

The Legion adopted a definite programme of "one hundred per cent Americanism" at its convention in Minneapolis on November 11, 1919. Its ideals were thus expressed:

"(1) To combat all anti-American activities and propaganda;

"(2) To work for the education of immigrants, prospective American citizens and alien residents in the principles of Americanism;

"(3) To inculcate the ideas of Americanism into the citizen population, particularly the basic American principle that the interests of ALL the people are above those of any special interest or any so-called class or section of people;

"(4) To spread throughout the nation information as to the real nature and principles of American Government;

"(5) To foster the teaching of Americanism in all the schools."

A vigorous and constructive platform and yet the nation at large is, perhaps, still unacquainted with the high ideals of the American Legion.

Victory Post No. 54, of Los Angeles, conceived and put into operation the plan of making advertising its missionary. In its advertising activities, especially in the preparation of copy, it has been aided by the Associated Advertising Agencies of Southern California.

The following recital of one advertisement that occupied a full page in a Los Angeles newspaper is given; for that advertisement points the path which other posts

of the Legion may well take for the good of the nation in their work of spreading the gospel of Americanism.

After stating the Minneapolis platform, the advertisement shows why Victory Post No. 54 supports the platform:

"Victory Post No. 54 (Los Angeles) of the American Legion subscribes without reservation to every word of this national platform of the Legion. In combating any "ism" destructive of well-ordered government there is no limit to which Victory Post will not go in support of proper authority. The Post only asks to be shown by proper authority how, where and when it can best serve and it will be there to serve. On the other hand, in any clean-cut industrial dispute between employer and employee, Victory Post steers a course of unbiased neutrality, advocating only those things in harmony with its spirit of 'One Hundred Per Cent Americanism,' and which it may believe to be clean and good for all Americans.

"Victory Post is fully conscious of its responsibilities to the people of California, and is ready to bear its responsibilities. In turn the Post asks the people of California to give every earnest and thoughtful consideration to this platform of Americanism to the full achievement of which it goes purposefully forward day by day."

A line drawing of Abraham Lincoln directs the eye to the copy. The Gettysburg address is given as the ideals of the nation clothed in words.

Following this comes a description of the classes who are a menace to this ideal:

"Any individual or organization,



whose statements or actions advocate a change in the Government by other than lawful methods, the use of violence, threat of bodily injury, or destruction of property, are dangerous enemies of the country. They are attempting to overthrow a popular Government and force the will of a small minority against the rightful control of the majority.

"There are three classes of people who come under the designation commonly known as 'Reds,' Anarchists, or Bolsheviks.

"FIRST: The vast horde of misguided, ignorant people, who through possibly no fault of their own, enjoy less of the world's material wealth than they believe rightly belongs to them, and who follow any leadership, regardless of its virtues or logic, which promises a relief of their unhappy condition.

"SECOND: The so-called parlor Bolsheviks who are possibly well educated, well dressed; who associate with educated people, who live on the income of the wealth which they did not earn or accumulate, and who through their conversation and public announcements, condone the vicious and violent acts of others.

"THIRD: The treacherous criminal few who play on the guilelessness and credulity of the first class, to obtain the power of leadership for the purpose of gratifying personal desires and padding their individual pocket-books.

"This is what loyal Americans can do to crush the anarchists and all others who either advocate or attempt to overthrow the Government:

"If you encounter any of the first class, try to instill in them love for the country where the individual has the greatest real freedom of any country in the world, and where even the most lowly have the possibility of rising to wealth and power. Tell them of the utter futility of life, under mob rule. Where patriotism exists, anarchists will not live.

"If you encounter the second class, shame them into silence:

Very frequently their radical preachings are merely an affectation.

"As to the third class, make every effort to apprehend them, and report them to the police. Lend every faculty in your power to see that they are punished to the full extent of the law. Give all of your best to assist the police and public authorities in upholding the law, and see that police officers who do their duty in this respect receive public commendation and full recognition of the appreciation of a grateful, patriotic public.

"With the united effort of all loyal citizens in the direction above indicated, the menace which now is threatening our country will be effaced; and the 'Government of the people, by the people, for the people, shall not perish from the earth,' but shall go on to greater accomplishments for the benefit of mankind."

It is interesting to see the American Legion start advertising. It has a big story to tell. Each Post has its own ideas on industrial subjects. If they take up the idea of advertising them, we may expect some interesting developments. The American Legion's National Constitution pledges it to fight the autocracy of both the masses and the classes. There are some practices in industry which could be changed with advantage. There are plague spots where Bolshevism breeds. With a double-sided advertising campaign the Legion or its local posts could do a big constructive thing.

### H. C. Young Made Editor of an Employee's Publication

H. C. Young has recently been appointed editor of "The Telephone News," published in the interests of the employees of the Bell Telephone Company of Pennsylvania.

### L. W. Thomas Joins Keeshen Agency

L. W. Thomas, formerly a member of the service bureau of the Omaha, Neb., *World-Herald*, has joined the Keeshen Advertising Company, Oklahoma City.

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## A Rare Find

**Y**OU will find that every copy of The Youth's Companion finds a family. You will find these families average five members plus. You will find them well-to-do families. You will find them good listeners. If they find you in the YC they will find your goods at the stores or by mail.

**THE YOUTH'S COMPANION, For All the Family**  
Boston, Massachusetts

New York Office: 1701 Flatiron Building Chicago Office: 122 So. Michigan Boulevard

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## Agreeing with Longfellow.

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*"Wondrous strong are the spells of  
fiction."*

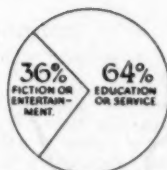
*—Longfellow.*

The spells of fiction *are* strong. And the spells of *good* fiction are doubly strong. They always have been—from Attic and Coptic sagas down to the whimsies of William J. Locke.

It has accordingly become a natural thing to expect in a single issue of Good House-keeping the leaders of the world's writers—such authors as:

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WILLIAM J. LOCKE  
CONINGSBY DAWSON  
IDA M. EVANS  
KATHLEEN NORRIS  
FRANCES HODGSON  
BURNETT  
I. A. R. WYLIE  
JAMES OLIVER CURWOOD  
FANNIE HEASLIP LEA  
MARY SYNON



ANALYSIS OF EDITORIAL PAGES



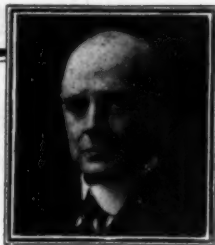
ANALYSIS OF SERVICE DEPARTMENTS

Each issue contains from five to eight stories—brilliant stories, brilliantly illustrated by such artists as James Montgomery Flagg, Dean Cornwell, Walt Louderback, P. A. Carter, Walter Biggs.

In short, Good Housekeeping, in its fiction, maintains the balance and high standards of its other departments.

# GOOD HOUSEKEEPING





# Announcement

*Our constant search*, in the interests of our clients, for men of achievement, whose character and ability are in keeping with our established standards, is rewarded again in the addition to our organization of

**MR. GEORGE F. HOBART**

who, from the position of Manager of Promotion of the *Audit Bureau of Circulations*, comes to us as

*Director of Plan and  
Space Buying Departments*



MR. HOBART brings to us a knowledge of publications that is unique in character and international in scope. This, combined with his previous experience as an advertising agency manager, will mean much to the clients of this organization.

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**JOHNSON, READ  
& COMPANY**  
INCORPORATED  
*Advertising*

202 SOUTH STATE STREET, CHICAGO

*Charter Member American Association of Advertising Agencies*

# Advertising as a Career for College Men

By Herbert S. Houston

Vice-President of Doubleday, Page & Co., Formerly President of Associated Advertising Clubs of the World

[EDITORIAL NOTE—The colleges every year are furnishing more and more men for the advertising business. Harvard, Yale, Princeton, and many of the other large universities are prepared to furnish to advertising agencies, magazines, industrial concerns, lists of available material both among undergraduates and graduates. Mr. Houston's article in the *Yale News* should interest numbers of college men in taking up the business of advertising.]

YALE'S most famous alumnus one night last spring paid the tribute both of his presence and his praise at the anniversary of a great advertising organization that had been established, fifty years before, by an alumnus of Brown. And as Mr. Taft spoke of the achievements of N. W. Ayer & Son, many of the 500 men present—nearly all advertising men—could have pointed to the various colleges of the country as their Alma Maters.

So my theme might be why college men have found advertising to be such an interesting career. And the answer that most of them would give, I think, would be that advertising is so broad and so varied, touching all products and practically all peoples—at least all peoples who read. It is both objective and subjective, it has to do both with making an article and with selling it.

Advertising, in fact, is concerned with the whole sweep of commerce, beginning with production and going through distribution to consumption. Its particular field, of course, is distribution, but that touches both the making and selling of an article. One must know what an article costs and what the selling cost should be to get the article to the consumer on a basis that will give a fair profit. But this information is merely commercial raw material. An advertising man begins with that and then engages in the most fascinating undertakings conceivable—

endless appeals to the human mind. He must take whatever he is selling—bonds or shoes or books or automobiles, advertising space in publications, courses in efficiency or in life extension—and present it in terms of service. He must become a master of clear presentation, for the market for whatever he is selling is in human minds. People must be first prompted to feel the need of a thing before they buy it.

Advertising as a career, therefore, is most varied and interesting.

The opportunities in it for a livelihood and ultimately for a competency are equal to those in any, and better than those in most other businesses. Young men get under way with a better salary to start and begin to arrive in a shorter time than in most of the professions. In it are more men, I believe, who are earning \$5,000 a year and more, ten years after leaving college, than in any other business.

The field is more open and less circumscribed by precedent and tradition. Advertising is always looking for men with fresh ideas. Of course they must be men of character and of sustained capacity if they are to make a permanent success; but given these, with the ideas, men go far.

In the past two years three young advertising men have become the publishers of three of the most widely-known magazines in America.

The great banks of the country are constantly drawing advertising men into places of power in their competitive struggle for more business. They need men who know the difficult art of selling. I know two young advertising men, both graduates of Vanderbilt University, who have become vice-presidents of impor-

tant banks this year, one in St. Louis and one in Nashville.

In manufacturing, in retailing, in the fast-expanding field of export trade there are essential and profitable places for advertising men. The reason is that every business must have a market for whatever it produces and the advertising man is the student and master of markets.

A few nights ago I was dining with the president of a large advertising agency. He was called to the telephone by a client who wanted the exclusive service of one of the agency's ablest men for two months to make a close study and analysis of a particular market. That prompted some inquiries, which developed the fact that this manufacturer had spent millions of dollars in dividing a market with his chief competitor and had been persuaded by the agency, after an exhaustive survey had been made, to seek a new market for his goods, with the result that his business had more than doubled.

In a brief article there is not opportunity to point out the range and variety of work in the advertising field, but I must at least indicate it by saying that every modern business needs advertising men, every publication does, nearly all organizations do, and, in addition to these particular needs, there are the men needed in the great advertising agencies—one of the largest of these, by the way, is headed by a Yale man who graduated less than fifteen years ago. These agencies are groups of highly trained specialists who devote themselves to every side and phase of advertising and merchandising.

**"PRINTERS' INK" GIVES A BIRD'S-EYE VIEW**

But probably I can give a quick focus on the new place of advertising in the great world in which men now in college are to find their careers, by turning to this week's **PRINTERS' INK**, the able journal of advertising, that has come to me as I write. Here is an article about the success of

the Navy recruiting campaign, carried on at a cost to the Government of \$275,000 (Lieutenant-Commander Emory Winship is quoted as appraising the actual value of the campaign at \$2,000,000) and an outline of the advertising campaign for recruiting the Army that is to be immediately undertaken.

Both the Navy and War departments have been convinced, it is stated, that advertising will recruit both arms of the service, much more quickly and at far less cost, than can be done in any other way.

On another page is an article about the New York stores using paid advertising space to warn holiday shoplifters against pilfering. This is followed by an account of the new enterprises that have been brought to Kansas City as a result of its city advertising campaign. Then follows a graphic article by George Ethridge, an able advertising man, urging the use of advertising to finance Europe and to secure credits to support our own export trade, basing his argument on the demonstrated success of advertising in financing the war through the sales of the great Liberty Loans. After this is an interesting account of an experiment in indirect advertising by the Dominion Cartridge Co., of Canada, which sold the idea of shooting and hunting, rather than its own ammunition, and greatly increased its business.

Then follows a report of the work being done in some of the Western State Universities with short courses in advertising and merchandising for retail merchants.

And to cap them all, as showing the standard of truth which modern advertising sets up and fights for, is an account of the conviction, in the United States Court of Chicago, of Samuel C. Pandolfo, president of the Pan Motor Co., of St. Cloud, Minn., and his sentence to the penitentiary for ten years for use of the mails to defraud. This case had been brought and carried through,



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# 747,802

*Average Daily Net Paid Circulation*  
*OF THE*

## **NEW YORK EVENING JOURNAL**

*for the week ending February 21st, 1920*

This is more than double the circulation of the second New York evening newspaper.

A tribute of the newspaper reading public unequaled in the history of American journalism.

Over 682,000 of this circulation was within the Metropolitan District.

*The Largest Circulation of Any Daily  
Newspaper in America*

---

largely through the courage of the Associated Advertising Clubs of the World, a powerful and militant organization, standing for the honor and service of advertising under the banner of the one word, "Truth." It was shown at the trial that Pandolfo had sold nearly ten millions of dollars' worth of stock in his fraudulent concern and doubtless he would have gone scot free had it not been for the Vigilance Committee of the Associated Advertising Clubs.

All of this, and much besides, is in this one issue of **PRINTERS' INK**. It certainly gives a swift bird's-eye view of the great business of advertising, of its wide range of service, of its accomplishments and of its unflinching stand for honesty.

To-day advertising serves both Church and State, as well as business. To-morrow it will render even greater service, due largely to college men, who, in ever increasing number, will give to it their creative talent and capacity. They will find the case for advertising, as the most efficient and economical force in securing and stabilizing distribution, already established. But for them will remain the great task of so studying and perfecting advertising that its uses may be clearly determined and that its principles may be always expressed in sound practice.

### Any Other Claimants for This Slogan?

J. H. WILLIAMS & Co.

BROOKLYN, N. Y., Feb. 26, 1920.

Editor of **PRINTERS' INK**:

Referring to your list of slogans, we would ask whether or not you can give us information in connection with the following: "Better goods make better workmen."

We have used this in connection with our standard lines of drop-forged machinists' tools, but there is a lurking suspicion in the writer's mind that someone else, at some time, has used a similar expression. Of course, we do not wish to poach on any other party's preserves and consequently, we venture to ask for such enlightenment as you can give us.

HUGH AIKMAN,  
Publicity Manager.

### Would Entertain A. A. C. of W. in Britain in 1922

Andrew J. Corrigan, honorable secretary of the Irish Association of Advertising Men, proposes in the *Advertising Weekly*, of London, that an "advertising federation" be formed in Great Britain composed of representative advertising interests throughout the country. The purpose would be to "unify and consolidate scattered advertising men, and enable them to act together for the common weal. It will form a board of conciliation between conflicting interests both within and without the advertising field, and it will tackle those other problems of co-operative effort that are too great for the individual associations to handle."

It is suggested that by the year 1922 the organization, if formed without delay, might be able to hold a convention of the A. A. C. of W. in Great Britain.

"This project," says Mr. Corrigan, "would have an overwhelming appeal to the imagination of British and American advertising men, and would be a powerful stimulus to mutual business. It would also remove from the A. A. C. W. the undesired reproach that it is exclusively American. That body would, I believe, welcome with enthusiasm the idea of being internationalized."

### Seven New Accounts for Field Agency

The Field Advertising Service, Indianapolis, has recently been retained by the Miami Trailer Company, Troy, Ohio; the Thomson Auto Specialties Company, Columbus, Ohio; the National Map Company, Indianapolis; the Byron Engineering Works, Louisville; the Indiana Chemical and Manufacturing Company, Indianapolis; the Hoosier Silo Company, Muncie, Ind., and the C. F. Burton Real Estate and Investment Company, Sikeston, Mo.

These accounts are using national mediums and trade publications.

### Product's Name Becomes the Corporate Name

The Turnbull Motor Truck and Wagon Company of Defiance, Ohio, has decided to change its corporate name to the Defiance Motor Truck Company, as a result of the widespread use of its trade name "Defiance." For nearly forty-five years well known as the maker of farm wagons it has now been decided to discontinue that branch of the business and devote the facilities of the entire plant to the manufacture of motor trucks and motor truck bodies and cabs.

### Paige-Detroit Earnings

The Paige-Detroit Motor Car Company, Detroit, in a report submitted to stockholders lists earnings, before taxes in 1919, of \$2,200,000.

## DESIGN · ILLUSTRATION · TYPOGRAPHY



## CHARLES EVERETT JOHNSON COMPANY

offers an advertising art and typographic service of broader scope than has been available heretofore. Its superiority is based upon the staff of nationally known men who furnish it. This staff includes, besides Charles Everett Johnson, such men as Will Foster, C. Allan Gilbert, McClelland Barclay, Harry L. Timmins, Arthur Henderson, Frank Snapp, R. F. James, Andrew Loomis, Maurice Logan, and in typography, Everett R. Currier. These are men of national reputation based upon achievement. They are, by common consent, great artists. Their contribution to advertising is naturally the utmost that art can give. They are actual working members of the organization, at your service in our studios every day. You are invited to meet them here.

STATE-LAKE BUILDING  
CHICAGO





## *—Announcement*

On March 1 we moved  
to our new offices at

171 MADISON AVENUE  
NEW YORK

We increased our per-  
sonnel by the addition  
of Mr. A. H. Ballard,  
Mr. Edward Booth, and  
Mr. T. G. Goodwin.

# THE MANTERNACH COMPANY

*Advertising*

NEW YORK

HARTFORD

BUFFALO

## ***One Day the English Market will be your immediate objective.***

Every manufacturer or merchant house marketing branded, guaranteed goods successfully in America has, we believe, a future in England. Except for the stretch of ocean, there is no gap dividing England from America worth mentioning. You will switch from sales records in Ohio to those for, say, the English Midlands without any real differentiation of thought.

Believing this, we desire you to remember when you are setting out to market in England that your advertising can be safely entrusted to us. We have an organization running under the impetus of success. It is trained and equipped to give a thorough and complete service, adequate to carry through the highest responsibility and trust. It is serving successfully many first class advertisers in England and its reputation for integrity of purpose and good work will bear closest investigation.

If we can help you to form your plans of operation in England by sending information touching your goods and their prospects, let us know.

### **W. S. CRAWFORD, Ltd.**

*Advertisers Agents & Consultants,*

CRAVEN HOUSE, KINGSWAY, LONDON, W. C.





cheese-making serves as a basis for the educational copy which endeavors to make the "dear old lady," among others, place a new interpretation on cheese as a food.

She will find that the history is not only interesting in itself, but also she will find how cheese is made. In the first advertisement she read:

"A lone Asian traveller ages ago, fable tells us, preparing for a journey, poured a ration of milk into his canteen—made Eastern fashion, of a sheep's stomach. Having a long, hard road before him, he pressed on till nightfall without halting for a midday meal. Then, seeking refreshment, he found to his amazement, in place of the milk, a mass of curds. No one then knew that the stomach lining of some animals contains a ferment called 'rennin', which quickly coagulates milk. In his haste he had selected a stomach in which some of the rennin still was active. Thus, purely by accident, he had discovered one of man's greatest foods. For what remained in the canteen after he had drained the whey was cheese. Surely it's a far cry from that crude product of accident to the scientific triumph in sterilized food."

Later on she will learn who first made a certain type of cheese and how. If Cheddar cheese is her favorite she will learn and remember that it was Joseph Harding who first made it "in the quaint old village of Cheddar, near the City of Bristol, England." Her interest in that particular part of the advertisement will probably force her to read the advertisement in its entirety. This done she knows that the Kraft company makes Cheddar cheese and that "Cheddar was first of the varieties to be refined and brought to the Elkhorn standard of cheese perfection by the, patented Kraft process—a process that blends and sterilizes the product of our own rural factories, making a cheese of smooth, creamy richness that you will like and one that will 'like' you."

The copy does not stop with the description of just one product of the Kraft company, Cheddar cheese, but still has a word to say about cheese in general, especially "Elkhorn" cheese in general, in these words:

"And, too—when eating Elkhorn cheese, you are virtually consuming a piece of meat more than twice its size—the food properties are most identical. It is more than a tidbit or dessert—it is a major food. A perfect alternate for meat, adding variety to your meal and giving more nourishment at less cost. Stock your pantry shelf."

Another reason why the history method was taken as the best type of educational copy lies in the fact that the company believes it has an important place in the history of cheese-making.

It is, therefore, easy for the copy to be so guided that it skillfully leads to the Kraft organization in the modern era of history of cheese-making.

It is, of course, permissible for history to be more detailed in its explanation of the present day. So the Kraft copy does not depart from the examples set by eminent historians of other fields of human endeavor when it takes an entire advertisement to illustrate the art of cheese blending to-day at the Kraft company; nor when a whole advertisement is devoted to the selected cows of the company.

Educational history copy tells the Kraft story in a simple, good-natured fashion. It allows for an adequate description of the entire Kraft organization in a manner that does not make "the dear old lady" sigh, "Oh! how far-fetched!"

### Display Ads Used to Meet Nurse Shortage

Hospitals of New York City have experienced a nurse shortage, and have taken to display advertising in newspapers in an effort to meet the shortage. The advertisements offered permanent employment to graduate nurses, practical nurses and attendants, and were signed by eight hospitals.

# \$4 In Daily Newspaper— 70 Replies

"I have had some interesting experiences recently in magazine and newspaper advertising. A page advertisement of the Duplex Razor, in a magazine, costing \$600, brought us 163 coupons.

"A page in Literary Digest, costing \$600, has brought in, to date, 167 coupons.

"We used also the Elwood (Ind.) Call-Leader, a daily newspaper published in a city of 13,700 inhabitants. A \$4 advertisement in that one paper, the next day after it appeared, brought 70 coupons to the stores handling our razors."

**T. C. SHEEHAN, VICE-PRES, Durham-Duplex Razor Company**

Based on the above figures, \$600, if spent in Indiana daily newspapers, would have brought in 10,500 replies.

HERE ARE NINETEEN OTHER LIVE INDIANA DAILY NEWSPAPERS, MR. NATIONAL ADVERTISER, THAT GUARANTEE INTELLIGENT COOPERATION AND CAN PRODUCE SIMILAR RESULTS FOR YOU.

Paper	Sworn Cir.	Sworn inch Rate
<b>ALEXANDRIA TIMES-TRIBUNE</b> ..... Lamp chimney and fence factories, paper mills, glass works, etc.	955	15
<b>ATTICA TRIBUNE</b> ..... Manufacturing center of bridges, garments. Steel foundry. Quarries.	1000	15
<b>BICKNELL NEWS</b> ..... Agricultural and mining district. Coal mines; brick and tile works.	3026	20
<b>COLUMBIA CITY COMMERCIAL-MAIL</b> ..... Flour mills, foundry, factories, lumber. Farm trade center.	1300	20
<b>ELWOOD CALL-LEADER</b> ..... Sawmills, factories, tin plate, ships grain, live stock.	3314	18
<b>FRANKFORT CRESCENT NEWS</b> ..... Manufacturing center and farm region. Clover Leaf R. R. Shops.	2142	20
<b>GREENCASTLE BANNER</b> ..... Zinc and cement plants. De Pauw University. Grain, live stock.	1600	20
<b>GREENFIELD REPORTER</b> ..... Furniture, glassware, canning factories. Flour mills. Farm district.	2000	20
<b>GREENSBURG TIMES</b> ..... Manufactures flour, carriages, lumber, iron castings. Farm district.	1925	15
<b>HARTFORD CITY TIMES-GAZETTE</b> ..... Glass interests, paper pulp mills. Agricultural section. Gas, oil.	2380	17½
<b>LEBANON REPORTER</b> ..... Lumber mills, factories, ships grain. Farm trade center.	3175	16
<b>LINTON CITIZEN</b> ..... Semi-monthly mine payroll \$110,000. Prize corn belt. Coal, cattle.	2380	25
<b>MADISON HERALD</b> ..... Manufactures steamboats, furniture. Agricultural center.	1340	15
<b>MONTICELLO JOURNAL</b> ..... Flour mill, planing mills, cement block, etc. Thread factories.	800	15
<b>MONTPELIER HERALD</b> ..... Machine shops, sawmills, stone quarries, office Standard Oil Co.	942	10
<b>MT. VERNON DEMOCRAT</b> ..... Trading center, shipping point for grain, oil, live stock. Farming.	906	18
<b>NOBLESVILLE LEDGER</b> ..... Trade center farming region. Lumber, tire factories, iron works.	2914	18
<b>SHELBYVILLE NEWS</b> ..... Has largest rural route circulation in Shelby County. Trade center.	1665	22
<b>UNION CITY EAGLE</b> ..... Manufactures flour, lumber, autos. Agricultural trade center.	1004	15
<b>WARSAW TIMES</b> ..... Winona Assembly, lakes, farming. Largest circulation in 25 miles.	2910	20

REPRESENTED BY



New York

Chicago

Washington

San Francisco

# Advertising and the High Cost of Hiring

Paid Publicity Is Picturing the Advantages of Many Jobs in Human Interest Copy and Illustrations

**I**N the matter of getting and training employees—a problem that has reached a critical stage in many an industry—advertising is being utilized in an intelligent manner. Employers have been forced to turn to advertising in this as they have in other contingencies thrust upon them in these topsy-turvy times.

The encouraging feature about the problem is that it is being studied and developed in an individual way, the same as would be the case in any other important publicity proposition. It has grown so big that it no longer can be allowed to slide through in any old way, such as too often has been the case in the past.

Not only is there an unprecedented scarcity of workers in almost every line, but it costs more real money than ever before to get them and develop them to a point where they have anything like a toe-hold on their jobs.

Some figures?

Montgomery Ward & Company think they are rather lucky when they can obtain an employee and get him fairly started in his job at a cost of not more than thirty dollars.

The Chicago Telephone Company has to pay on an average twenty dollars for each satisfactory application it gets.

It costs Butler Brothers close to fifteen dollars for each application, the average expense being cut down somewhat through a system of getting the present employee to bring in others. Any employee of Butler Brothers is paid five dollars for each person he recommends—man, woman or child—who can be hired.

PRINTERS' INK even heard of one big manufacturing concern in the Central West whose average cost of getting satisfactory applications is said to be thirty-five dollars each. The officials

would not confirm these figures. Neither would they deny them.

These costs, which may be accepted as typical, show that employers have something on their hands which may be likened to the resistance that sometimes is encountered in putting over a new article of merchandise. As a result they are branching out in various kinds of advertising and are trying experiments that never before have been necessary.

EVEN HALF-TIME JOBS GO BEGGING

"Where in the world are all the people?" asked E. T. Hatfield, manager of Butler Brothers' mailing department. "This is a question that is keeping us awake at night. Right here on this floor, where we normally have about 600 girls at work, I am actually ashamed to tell you how great the shortage is. In our mailing-room inexperienced girls seventeen years old are being paid fifty cents an hour for overtime work on Saturday afternoons. We are glad to get them at that price. About the only qualification is that they have two hands."

"All this puts up to us an advertising problem that is actually more baffling than the advertising of our merchandise. It is not so difficult to sell goods if one is right in quality and price and will say on paper what he has to sell and what he wants for it. But this matter of advertising for help is something new, because it no longer can be done in the conventional way. We are experimenting along various lines and are spending more money for this kind of advertising than ever before."

Montgomery Ward & Company are paying a minimum of sixty-five cents an hour for overtime work, and their operating department is up on its toes all the

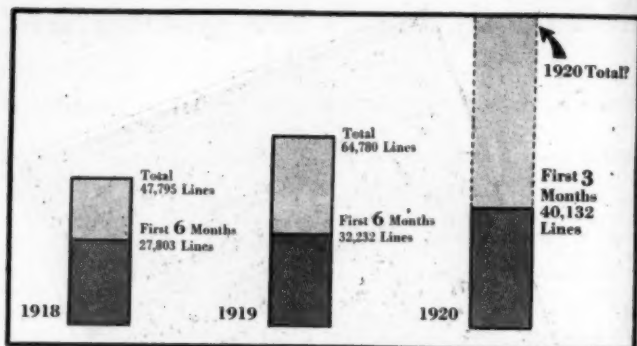


## Just off the Press

*Send for free Copy.*

**RESULTS COUNT!** The American Exporter has *proved* to 1400 progressive firms that advertising placed in its columns brings *direct* returns. Read what leading manufacturers who have advertised consistently for from 5 to 42 years say of our service. Benefit by their experiences. A request will bring this interesting collection to you. Sign your name across this advertisement. Send it along to us and the book will be in your hands by return mail.

**AMERICAN EXPORTER** 17 Battery Place, N. Y., U. S. A.



*Showing the increasing momentum with which Vanity Fair's Automotive lineage is growing*

## Proof of Power

**T**HE strongest proof of Vanity Fair's power to sell Automobiles and Accessories lies in the spectacular jump of its Automotive lineage in the first three months of 1920. This jump, coming on top of a two years' steady growth, was the final acknowledgment by Automobile and Accessory advertisers that Vanity Fair had beaten the test—that it had proved its value to each successive user of its pages.

Last year's increase over 1918 was foreshadowed in the first six months of 1919, which exceeded those of 1918 by 4,424 agate lines. Now a greater increase is coming, for—

In the first 3 months of 1920, Vanity Fair carried more Automobile and Accessory Advertising than it did in the first 6 months of 1919!

## Three Reasons

### Why Vanity Fair Has Proved Its Power to Sell

**1** Vanity Fair's Quality Circulation of more than 80,000 offers a maximum number of Prospective Automobile Buyers. In 16 representative cities 1,983 Vanity Fair subscribers own 1,956 automobiles.

**2** Vanity Fair's Automobile pages, showing the latest innovations in body designs and equipment, arouse a desire for a new and better car—an impulse to respond to the advertiser's selling talk.

**3** Vanity Fair is followed by an increasing number of the best automobile Dealers because it is first to show the newest things. (It was the first magazine to show the 1920 cars.)

These are the reasons why Vanity Fair has proved its value to each successive user of its pages. And since they represent three selling forces which are combined in no other one publication, Vanity Fair should be the first magazine on your list.

# Vanity Fair Covers the Selling Channels of the Automotive Industry.

**H**OW completely Vanity Fair blankets the merchandising channels of the Automotive Industry is shown by the wide variety of concerns who use the magazine. It would be hard to find a list of names more representative of the Industry at large than those of the forty-seven advertisers who appear in the first three issues of 1920:

Pierce Arrow	Hudson
Locomobile Co. of America	Winton
Detroit Electric	Stutz
Nordyke & Marmen	Revere
Kelley-Springfield Tires	Roamer
Disteel Wheels	Bridgeport Fabrics
Bubay Bodies	L. C. Chase Upholsteries
Premier	Baker & Lockwood Tire Cover
Cole	Elgin Six
Kissel	Daniels
Warner-Lenz	Templar
Perry Auto Lock	Jordan
Cutler Hammer Magnetic Gear	Brewster Bodies
United States Tires	Chalmers
Apperson	Willys-Knight
Pic-Pic Automobile	Standard Eight
Paige Detroit	Studebaker
Owen Magnetic	King
Haynes	Moon
Delage	Oakland
Sunbeam	Briscoe
Porter	Malbohm
Mohawk Rubber Tires	Converse Rubber Tires
Rudge-Whitworth Wire Wheels	

Vanity Fair is the short cut to big distribution. Its simon-pure automobile market, its quality atmosphere which speaks convincingly for the merits of the product advertised in its pages, and its rapidly growing dealer-following make it the most *compact* and therefore the most *economical* medium for automobiles and accessories in the field today.

## Vanity Fair

GEORGE S. NICHOLS, Advertising Manager  
19 West 44th St., New York

L. A. Herblin, Western Manager

Stevens Bldg., Chicago

# Lighting Fixture Dealers

You would like to furnish the fixtures for a new building every five days.

A new Y. M. C. A. building is opened every five days—1920 plans cover the expenditure of \$15,000,000 for building, of \$14,000,000 for new equipment and of \$6,000,000 for replacements.

Y. M. C. A. club rooms require the best lighting by modern fixtures, for they must be bright and cheerful. Tell them of your specialties and get your share of this business.

*Write "Association Men," the official magazine of the Y. M. C. A., for details of the effective way to reach this big field.*

**Our service to advertisers insures unusual results—Ask about it.**

347 Madison Avenue  
New York City  
New York

Western Office  
19 So. La Salle Street  
Chicago



time trying to get things through on anything like schedule. G. C. Miller, manager of Ward's Chicago house, is putting on a well-thought-through advertising campaign in an effort to induce girls and women to work there on a part-time basis. Married women, for example, can get such hours of employment as from ten in the morning until three in the afternoon and receive as much money for it as a couple of years ago they could get for working an entire day.

Manager Miller has introduced an institutional element into his advertisements for employees. Time was when the advertisements would be curt announcements of "Girls wanted for mailing-room. Call at 8 o'clock sharp at Superintendent's Office." In place of this, the thing now is to have a well-written announcement setting forth the comforts and advantages to be had through working at Ward's. Girls are told of the favorable hours, of the rest-room, of the recreation facilities, of the time and attention that is expended in teaching them worth-while things that will enable them to hold higher positions. A similar trend is to be seen in the advertisements of Sears Roebuck and Company. All this applies mainly, of course, to what might be called the lower class of employees, taking in such work as mailing-room help, shipping department, order-fillers and ordinary clerical jobs.

One of the most interesting developments along this line that has come to the attention of PRINTERS' INK is to be seen in the experience of the Chicago Telephone Company. On account of the peculiar and somewhat unpopular nature of the telephone business the institutional element has been present in this advertising longer than in that of other concerns. The arguments have been running along such lines as liberal pay while learning in the company's training school, free lunches, good pay and opportunities for advancement. Occasionally the advertisements would be

varied by being set in larger type and have a row of three-em dashes at the top and bottom.

This kind of advertising pulled only fairly well even in normal times. There was an everlasting shortage at switchboards just the same.

The telephone company has been forced away from conventional advertising in an effort to cut through girls' disinclination to become telephone operators. As a matter of fact, the work of a telephone operator is nothing like the slave job it is pictured. Barring the possibility of irregular hours, she has a pretty decent thing of it, both in working conditions and in pay. She is cared for in an expert way as a delicate piece of machinery that must be kept up to a high standard of efficiency if the work is going to be done. She is, in effect, watched over with the most jealous care by people who know fair womankind perhaps better than any other employing class on earth.

#### THE NEW SPIRIT IN TELEPHONE COMPANY'S ADVERTISING

But the conventional cut-and-dried want ad, even with a great deal of the institutional spirit thrown in, did not get this message over to the average girl suited to the work of a telephone operator. There loomed up before her nerve-racking work, unholy hours and all sorts of undesirable things.

The telephone company, in self-defense, is now utilizing advertising in a broad way. In short, it is advertising in a real way for the first time in its experience.

One part of the newspaper publicity of this company has been addressed to parents. Mothers are told of the advantages to be had by their girls working at a switchboard—of the careful restrictions and practices tending to promote their moral, mental and physical welfare, of the vacation system, of the facilities for correcting physical defects. Mothers are invited to call at the em-

ployment department and talk the thing over.

A few weeks ago the telephone company started on a strong car-card campaign. In these cards the human-interest element predominates. The first one of the series contained the picture of a beautiful girl which was said to be an actual photograph of one of the girls at work at the switchboard. Looking at her picture one would imagine she had not a care in the world. Happiness and contentment were as apparent as good looks. The copy was written in the first person and quoted the girl as saying that she was a telephone operator because the work was dignified and easy, the hours short, the pay good and the treatment the very acme of courtesy and consideration. It was a strong ad, and an increase in the number of applicants was noted within a very few days after it appeared.

Another card in the series, which had a picture of a girl even more attractive than the first—they certainly must have some beauties working for the Chicago Telephone Company—appealed to girls' sense of pride through telling of the huge responsibility of the telephone operator. The copy told about her having in her hands actually the keys of life and death. Upon her quickness, her accuracy and her devotion to duty might depend the fate of men and women, the warding off of disaster and even the preservation of the nation.

"This is why," said the ad, with the most adroit psychology, "the telephone operator must be a girl."

Step aside, you poor ordinary man. Even though you were good looking and had a sweet soprano or alto voice you could never be a good telephone operator because you would not stand hitched in emergencies.

The appeal of that kind of advertising is double-edged. It not only brings in more applications but it increases the morale of the present force. Operators reading that card on their way to and

from work are sure to take their jobs more seriously. This, in fact, is one of the important objective points of the series, according to the company. Let us all fervently hope that it works out well. Perhaps in time advertising may be able to inculcate such a spirit of institutional pride that one will get the wrong number only every other time and be cut off in the course of important conversations only a few times a day. Advertising has accomplished remarkable things. Why can't it do this?

Moving pictures are being utilized much after the fashion of the car-cards. There are short reels giving the human-interest side of the telephone operator's work, dwelling upon its importance, its pleasant and lucrative features and upon the operator's ability to perform a signal service for the community.

#### WHERE ADVERTISING DEPARTMENT ENTERS

The superiority of this type of advertising over the old want-ad style is plain. In the new appeal the telephone company is using some of the great accumulation of knowledge it has gained concerning women. The idea of service to humanity, of doing some good in the world, of performing an important and indispensable work has in it elements of heroism and sacrifice that will get right hold on the feminine mind. Add to these elements such grossly material, but nevertheless necessary, things as plenty of good lunch without charge, satisfactory pay, good hours and physical comforts in general and you are at least going to remove from the telephone switchboard some of its fancied terrors.

This institutional element in help-wanted advertising is bound to work out favorably and to save money in the end. Its strength comes not only from selling a person on the advisability of starting on a job but on staying with the job. A company naturally is not going to come out in bold print and make state-

# THE DETROIT FREE PRESS

## LEADS THE ENTIRE COUNTRY

in

### AUTOMOBILE and ACCESSORY ADVERTISING

In the volume of Automobile and Accessory Display Advertising published during 1919, The Detroit Free Press leads all newspapers in America with a total of

## 1,390,930 LINES

The volume of Automobile Display Advertising published in other leading seven-day papers during 1919:

The Chicago Tribune - - - 1,312,696	The Cleveland Plain Dealer - 1,154,636
The Kansas City Star - - - 1,290,616	The New York Times - - - 994,130
The Columbus Dispatch - - - 1,248,110	St. Louis Post-Dispatch - - - 928,277

Furthermore, The Detroit Free Press led its only competitor in Automobile and Accessory Display Advertising carried in the Show Number, February 15th, by

## 11,116 LINES

*The Automobile Show Number of The Detroit Free Press was the largest automobile issue ever published in America. The Automobile and Accessory advertising in this number aggregated*

## 151,844 LINES

THAT is a record which any newspaper may well look upon with justifiable pride, and the Free Press publishes the record believing that it will be of immediate and particular importance to every automobile and accessory advertiser, not only in Detroit and Michigan, but in America as well.

LOCATED as it is in the very heart of the automotive industry, and possessing a reader-clientele whose purchasing ability is a proven fact—not a theory, it was quite the natural thing for The Free Press to make such a record. It is indicative, too, of the confidence and respect with which automotive advertisers look upon the selling ability of Free Press columns.

*The above statements are true to the best of our present knowledge and belief. If any other American newspaper made a greater record than this, we shall be glad to be corrected.*

# The Detroit Free Press

*"Advertised By Its Achievements"*

VERREE & CONKLIN, INC.

Foreign Representatives

NEW YORK

CHICAGO

DETROIT

ments that are not true. Thus, in setting forth the proposition to prospective employees, it is going to do a great deal toward impressing the same desirable things on the minds of those already on the payroll.

#### KEEPING EMPLOYEES CONTENTED IS ALSO ADVERTISING'S JOB

The business of keeping employees contented and happy and inspiring them to give their very best to their jobs is really as much a matter for advertising as is the process of getting the applications. This is why some concerns have their so-called welfare work under the general supervision of the advertising department. If the advertising department knows its business it can use as good psychology and selling talk in selling the company to the employee as it does in selling the company's goods to its customers.

When Montgomery Ward & Company pay out thirty dollars to get a person decently started in his job and then the fellow quits, there is an actual loss of thirty dollars—each of which, even in these days of the high cost of good living, is worth at least fifty cents. This is to say nothing about the potential loss that comes through the departure of an employee who might in time become a regular business developer.

Give the advertising manager something to say about employee-betterment work. Don't turn the whole thing over, bag and baggage, to some enthusiastic bespectacled young person with a lot of college theory crammed into her pretty head and a college degree tacked on after her temporary name. Keep it out of the hands of those gentlemen who learn their sociology exclusively from books.

This is no more a matter for theorizing than is advertising and selling service for retailers. The advertising man, if given a fair opportunity, often can work out ways of advertising to the customer and to the employee at the

same time. He can talk to the employee and be looking right at the customer and vice versa.

Getting employees of the right type is inherently a job for the advertising department. Keeping and developing them ditto. At least this is the way it is working out in a lot of places where they have tried so many methods that they really ought to know.

#### Zeimer and Rosenbaum with Peck Agency

The Peck Advertising and Distributing Agency, New York, has been incorporated as The Peck Advertising Agency.

This agency has recently obtained the services of Israel Zeimer and Irving Rosenbaum. Mr. Zeimer, who has been with the Irwin Jordan Rose Agency, New York, during the last three years, conducted an advertising agency at New York for twenty-two years. Mr. Rosenbaum has also been with the Rose organization for three years.

The following accounts have been put in the hands of the Peck Agency: Geo. H. Doran Company, publishers, New York; Englander Spring Bed Company, New York; Greenpoint Metallic Bed Company, Brooklyn; Spear & Co. furniture, New York; Bauman Retail Furniture Stores, New York; Brilliantone Steel Needle Company, New York; Reflexo Products Company, New York; and Fisher and Royal Furniture Company, New York.

#### Cultured Window Signs in Ireland

The stories of advertising efforts of the small retailer who is determined not to be outdone by his competitor add to the joy of life.

The *Morning Post* of London tells a story about a village shop in Ireland. The village possessed two drapers' establishments which supplied the neighboring femininity with all it was supposed to want. One shop suddenly launched out into white letters on one window with the magic word "Corsettière"! Not to be outdone, the rival establishment promptly had painted over the entire window: "Dressmakèrè, millinèrè, and underclothèrè!"

#### National Hair Goods Account With Scott & Scott

Scott & Scott, Inc., advertising agency, New York, has obtained the account of the National Hair Goods Co., New York. Advertising for this account will be placed in newspapers and in national magazines.

BERRIEN COMPANY INCORPORATED • ADVERTISING • 19 WEST 44TH ST. NEW YORK



# The Eagle and the Bee



**I**RRESISTIBLE business figures  
 "How can we sell it for less,  
 make it better, and make more  
 money?" What Barnum said  
 about suckers is no longer true.  
 Times are more *eugenic*!



BERRIEN COMPANY INCORPORATED • ADVERTISING • 19 WEST 44TH ST. NEW YORK

**S**Ocially minded manufacturers use advertising to maintain minimum consumer prices against mounting costs for labor and material. Plans should be shaping now, in many cases, to lower prices. Advertising will increase volume of profit and make possible a lower profit per unit.

Profits to the trade that are unfairly narrow, prices to the consumer that are artificially high, the use of advertising as a means of evading taxation, are vicious aspects of advertising that every conscientious influence seeks to check.

If you are as concerned as we are to see advertising used as a constructive social force—let us send you the account of the government's flour campaign as described in Printer's Ink for February 12th. This campaign was handled by Berrien Company.

The Eagle found the Bee useful. You might too.



*J. Berrien*

19  
W  
44

**B E R R I**

BERRIEN COMPANY INCORPORATED • ADVERTISING • 19 WEST 44TH ST. NEW YORK

## Choosing Your Agent

IN choosing your advertising agent, Berrien Company asks you to consider its qualifications. They are: First, a combined experience, among the executives, of over 50 years of advertising—and these years in the earlier period of manhood. Not one of the ten men whose ability is focussed on our accounts is over forty—most are under thirty-five. These years of advertising experience combined with the earnestness of men who are still growing, have resulted in an organization youthful enough to dare and old enough to recognize responsibility.

Second, an ability covering all phases of agency requirements with special stress on copy writing, graphic expression, investigation and technical understanding.

Third, a real appreciation for products in whose making *quality* has had first emphasis. Given this, we believe the *quantity* of market is capable of much greater extension than the maker of these quality goods usually recognizes.

And, fourth, a genuine satisfaction in working together as a team. Our business is organized to avoid hard and fast departmentising. Not only the contact with customers but the actual working out of programs is done by principals.

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E N C O



BERRIEN COMPANY INCORPORATED • ADVERTISING • 19 WEST 44TH ST. NEW YORK

*There's a place all set for one more.*

CENTRAL  
UNION  
TRUST  
COMPANY  
of New York

?

HOLMES  
&  
EDWARDS  
SILVER COMPANY  
INTERNATIONAL  
SILVER COMPANY  
SINCE 1857



MERCANTILE SAFE  
DEPOSIT COMPANY



THE  
CORPORATION  
TRUST  
COMPANY

ULTRA

NEW  
HAVEN  
CLOCK CO

Spicer  
UNIVERSAL JOINTS



ANGELUS PLAYER PIANO



Klearflax  
LINEN RUGS



C. Adler, Bros. & Co.



ROMELINK  
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# The Larger a Business Grows the More It Must Advertise

Money Intelligently Spent in Advertising Has Real Investment Value When Reinforced by Additional Sufficient Expenditure

H. P. HOOD & SONS,  
MILK, CREAM AND ALL DAIRY PRODUCTS.  
BOSTON, MASS., Feb. 24, 1920.

Editor of PRINTERS' INK:

I have read with a good deal of interest an article in one of your recent issues with regard to an inquiry from the Cadillac Motor Car Company. The article is entitled "Famous Old Names That Were Once Widely Advertised." I have also seen in various issues of PRINTERS' INK lists of slogans and lists of house-organs, and certain articles presenting arguments in PRINTERS' INK to the effect that it is possible for some other merchant to come along and take away a man's business providing he discontinues advertising.

We have in this business invested rather large sums of money each year in advertising. Some of our people have reached a point where they begin to believe that we can afford to reduce our investments along this line very materially each year from now on. Their argument is based on the fact that we are constantly growing, our concern is the largest of its kind in New England, and the number of milk wagons and drivers are constantly increasing.

I am writing to ask if you can refer me to any articles that have appeared showing that the larger a business grows the more persistently it must be advertised. I also would appreciate your personal thought in the matter. I believe that your publication would render a service were it to take a list of names that once were widely advertised and print those names the same way that you are printing the names of slogans and house-organs.

Thanking you in advance for your courtesy in this matter, we are

N. C. DAVIS.

SEVERAL interesting points are brought up in Mr. Davis's letter. One of them which we have discovered since the publication of "Famous Old Names That Were Once Widely Advertised," and the numerous letters received in reference to it, is the danger of making up one's mind hurriedly that a firm has stopped advertising because it has not been seen in print lately.

As one old-time advertising man points out: It used to be pos-

sible to keep the names of most of the concerns doing any amount of advertising in one's head. Due to the tremendous increase in the number of mediums for advertising, concerns change their policy from one type of medium to another due to internal conditions, and it is no longer possible to keep the names of big advertisers on the fingers of both hands.

One man, for example, sent us a list of names of firms which in his opinion had ceased advertising. A letter to some of these concerns showed that they were spending more money than they had spent in a great many years. One concern, in particular, which our correspondent stated had dropped advertising, advises by letter that they are spending at the present time \$50,000 a year in their advertising. Ten years ago, this would have been a good sized campaign.

In the last paragraph of Mr. Davis's letter, a very general subject is touched upon. To the question as to whether a firm should spend more and more each year the larger it grows, there is no specific answer. This almost brings up the question as to how far a business can run on momentum. Momentum may be described as the gradual process, preceding a full stop. There are concerns which receive the benefit of their advertising for five, ten and fifteen years after it has ceased. There are other nationally known institutions which have stopped advertising for a brief period of time only to come back a year or two later with largely increased appropriations as they watch their sales go down and their names become less of a household word.

Paul E. Derrick, an advertising agent of long experience, in this country and abroad, and author

of the well-known book "How to Reduce Selling Costs," points out that money intelligently spent in advertising has real investment value, for at least five years, providing it is reinforced by additional sufficient expenditure. Mr. Derrick estimates that \$5,000 spent each year will have an investment of \$4,000 in 1921, \$3,000 in 1922, \$2,000 in 1923, and \$1,000 in 1924. He figures depreciation in investment at 20 per cent each year.

PRINTERS' INK has had a great many articles covering the valuation of good will which is involved in the question brought up by Mr. Davis.

Consistent advertising, which is not broken into nor stopped, surely has a definite bearing on the good-will value of a concern's name. The name "Ivory" as applied to soap, the name "Gold-Dust" as applied to washing powder, the name "Shredded Wheat" as applied to a breakfast food, without any factory to go with them, are undoubtedly worth a tremendous sum of money due, to a great extent, to the amount of money spent in registering the trade-mark and the name upon the consciousness of the public. How long a business can run on its momentum, built up in the past through consistent advertising, is a question which will never be settled by chart or graph lines.

Lord Leverhulme, one of the largest manufacturers and advertisers in the world, has some interesting comments to make upon this general subject.

"The best reserve fund," says he, "of any business is to be found in the good will of that business. Many boards of directors devote their surplus profits to 'building up a strong reserve fund,' which fund is generally invested in what again are called 'gilt-edge' securities. These same directors are then kept busy for many years afterwards to write down out of further surplus profits the cost price of these same 'gilt-edge' securities to falling market values. Should the

business have to meet and overcome difficulties, or have to face frenzied competition, and the directors decide that their policy ought to be to draw somewhat upon these 'reserves,' they find that they cannot realize upon them without serious injury and loss of the confidence of their shareholders in the reputation and standing of the business; or, in other words, serious loss of 'good will.'

"These reserves are mere window dressings. They cannot be described as reserves in any sense of the word, and to do so is an art of self-deception.

"They are no reserves of strength, and even to reduce them in amount in order to employ these reserve funds in meeting any emergency would be a suicidal policy. In these circumstances directors find out that they must choose between being killed by competition or dying by suicide, and that there is no alternative.

"Now I hold strongly that the best investment for surplus profits is to expend them on judicious advertising, wisely and carefully planned, and executed with originality and forcefulness. These same surplus profits invested wisely in advertising then become a real 'gilt-edge' security, and a solid reserve of strength to meet days of difficulty, and to overcome quietly but surely, the most frenzied of competition, and the business thus provided with reserve strength stands foursquare to meet and overcome every attack."

This statement by an extremely successful captain of industry will answer the question brought up in Mr. Davis's second paragraph.

A multiplicity of methods by which a firm can reach its customers and prospective customers makes it a precarious task these days to attempt to name off-hand this or that firm which has stopped advertising, merely because its name has not been seen in some particular type of medium.—[Ed. PRINTERS' INK.

# We

It was Mazzini who said that art "does not imitate but interprets."

Art in advertising, to fulfill its purpose, must interpret, must *express*, the appeal of your merchandise.

It is the work of a visualizer to sense that appeal, in terms of line and color. It is the artist who portrays it with pen or pencil or whichever of the mediums he handles best. It is within the province of the advertising expert to judge whether the result fulfills its purpose—expresses the appeal of your merchandise.

Our organization comprises a visualizer; a group of artists, variously talented; a management consisting of practiced advertising men.

It is an organization to which you may entrust your advertising art. It is an organization capable of relieving manufacturers of much of the planning and executing of detail.

**The  
WELANETZ COMPANY, Inc.  
2 East 23d St., New York City**



## International Advertising

**E**XTRACT from letter received from A. Hatrick & Co., Ltd., Wanganui, New Zealand—one of our clients' leading distributors:

"We thank you for copy of the advertising which you propose carrying out in the territory. *This certainly should be of great assistance to us.* But the fact of your spending this money in New Zealand will, of course, make no difference to the amount that we ourselves spend."

### J. ROLAND KAY CO. Inc.

FOUNDED 1904

INTERNATIONAL ADVERTISING AGENTS

Conway Building, CHICAGO

18 East 41st St., NEW YORK

LONDON: (Associate House)

John Haddon & Co. (Est. 1814)

TOKYO:

J. Roland Kay (Far East) Co.

PARIS:

Jégu, Haddon & Roland Kay

SYDNEY:

J. Roland Kay Co.

Buenos Aires and Rio de Janeiro

# Organized Industrial Co-operation

How Association Work Can Help Stabilize Industrial Conditions

By Roy Dickinson

I AM not going to talk this morning on how industrial discontent can be stopped. I am not going to try to settle the labor problem. It has always been a question in my mind if it ever would be settled, or whether it is desirable that it should be settled. There has been a labor problem since a hustling wide-awake contractor from up the Nile got the contract for building the first pyramid, ever since Moses, that ancient walking delegate, pulled off his successful walkout among the early bricklayers in Egypt. This week I have already heard this age-long problem settled four times and it's only Friday morning. Personally I don't think it will be settled much before the problem of life itself is settled, and life has a habit of wiggling out of any set forms; it seems to like to remain in a plastic state, in its unhurried progress to somewhere or other.

I have no short cuts to Utopia to point out. In labor relations, as in life, short cuts have an inconvenient way of leaving a man stranded in a swamp.

I've been mixed up in labor relations fairly busily for three years and it has taught me a few things—mostly what not to do—and it has also taught me there are two kinds of discontent: One, the divine American discontent founded on self-respect, the kind that sent our forefathers westward over the plains; the other, an imported variety, something like caviar, and from the same country. It is founded on hate, and I don't think it will ever agree with American digestions.

I do believe, dealing with the first kind of discontent and with a realization that self-respect is as much a force in industry as electricity or the transmission of

power, that we can, if we try, get the "us" spirit into industry, and that the association of employees can do a whole lot in getting it here quicker than it will come through evolution. I mean this by the "us" spirit. A great architect was standing in front of a certain big cathedral here in New York. A man in overalls was also looking up at it. "Wonder how long it took to construct this cathedral?" said the architect, "It took us about four years," said the man in overalls.

"Why us?" asked the architect.

The worker drew himself up. "I helped mix the mortar for it."

He had the "us" spirit. Lots of them have. More are getting it. More will get it if the problem is handled as any other business problem. If the "us" spirit is what we want, if better production, better morale, more stability in industry is why we want it, what are we going to do about it? Industrial Boards in Federal Reserve Bank districts appointed by the Government may accomplish it—but I have my doubts. They sound to me like Hague Tribunals which can't start to function till after war is declared. The "us" spirit, if it is to come, will have to be brought about within the industry itself. When men in any industry meet with other men of that industry regularly in fair weather to discuss matters relevant to the industry, upon which they both depend for a living—when foul weather comes they are apt to approach their differences in a different spirit—with a sincere desire to find points they can agree about, instead of emphasizing the points of disagreement.

In work for industrial harmony touching some 9,000 industrial plants, I found personally that there were far more points of agreement than of disagreement—but they are not talked about.

An address before the convention of the Material Handling Machinery Manufacturers Association at New York.

Two trains crash and it's big news—two trains do a far more wonderful thing of passing each other a few inches apart, in a meadow at sixty miles an hour on thin ribbons of steel, and no one thinks it worth while to mention.

How are we to find the points of agreement, and if trouble comes, to approach it fairly?

I am going to skip fifteen instances I have in mind on this subject, nine of which plans I have seen work, including the one in Altoona—I am going to skip the case of glass blowers—the moulders, the wood carvers, the marble cutters, Mr. Zuber's suggestion made at the Atlanta Machinists' Union—in each of which there is a real story—to come to a very pertinent case which has just come to my attention.

A labor paper in England offered a prize of \$200 for the best essay on "Know How to Prevent Industrial Disputes." Several thousand essays were submitted. The prize was won by William Dodgson, of Sheffield, divisional head of the Iron and Steel Trades Confederation. He built his plan on a curious platform for a labor union man. He says that employers are not well enough organized, and that there are too many labor unions in each industry. He is foresighted enough to realize that employers—all the employers—in a given industry must be organized, else when points of disagreement arise there is no common ground on which they can be considered and disposed of.

Organization, either formal or informal, in these days seems almost inevitable. Strong labor unions, with good leadership and strong employers' associations, also under good leadership, both interested in the good of the industry, on which they both depend for a living, can make an industry almost strike-proof. With 600 firms in an industry, only fifty per cent of which are linked up in an employers' association, it means when any question comes up, delay, waste of time and usually a blowup somewhere into which the whole industry is often drawn.

Good organization helps in mutual respect and mutual understanding when leadership is right.

The British labor man points out that many strikes are caused by rival jealousies among trade unions, rival jealousies among manufacturers, and the wrong system of picking labor leaders. He suggests one union in each industry instead of fifty. If we have to deal with unions in an industry as, for example, in the printing industry, why, not work with the constructive leaders—there always are some—toward constructive fundamental ideas for the good of the whole industry?

Then let the industry set up machinery for the prevention of disputes—not arbitration boards only—prevention boards representing both employers and wage workers. In this machinery let's think of the man—a big employer of labor—who said to me recently:

"Where is the old-fashioned strike where a committee of employees delegated by them in my own shop used to come into my office and we had it out then and there? Those strikes weren't so bad. I won some and lost some. The ones I won I didn't count. Those I lost I am happier for losing because my men gained something. I did not see some smug Russian mug who grows fat on strife."

#### SHOP DELEGATES FROM WITHIN THE PLANT MUST COME FIRST

Let's have first the shop delegate—workers' representative committee, or whatever they are called, from within the plant. Put it up to the union heads that this must come first, a talk between representatives of the workers and the boss. This would reveal the trouble, if the internal representative system hadn't killed it first. If it's settled then—have it in writing, copies to be sent to the permanent union official and permanent employers' association official to make it binding.

Round table conferences periodically should be held between local representatives of both organizations. Then if the dispute goes beyond, I suggest it be referred



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NO magazine has more consistently reflected in its editorial policy, the principle of "keeping ever-lastingly at it" than has

## TODAY'S HOUSEWIFE

Never has Today's deviated from its policy of *leading* in the *thoroughness* with which it serves its readers on the *practical* problems of housekeeping and motherhood. Year after year it has been first, last, and all the time

## A SERVICE MAGAZINE

We believe there are only two other women's publications that can properly claim equal or greater individuality along the same line.

This "service" material is supplemented in Today's Housewife by fiction, which for 1919 was ranked much higher in quality by Mr. O'Brien of the Boston Transcript than that of any of Today's immediate contemporaries.

Two reasons why the magazine has the unusual *hold on its readers* which we can prove it has.

## TODAY'S HOUSEWIFE

J. B. HERSHEY,  
*Western Adv. Manager,*  
Peoples Gas Bldg.,  
Chicago.

RUFUS FRENCH, INC.,  
*Eastern Adv. Manager,*  
1133 Broadway,  
New York.

CHARLES DORR,  
*New England Manager,*  
6 Beacon St.,  
Boston.

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# 76 Per Cent of the Independent Drug Dealers in the Heart of New York City



will work with and for you if you use the Surface Cars.

We believe distribution and advertising should be coincident. Consumer demand may in time force distribution—but why not make them work together.

This is part of our regular Trade Aid service. Others have profited by it immensely.

New York City is not a "hard" market when you use the medium and method that make it "easy."

Possibly you have overlooked an opportunity. Anyway you want to know.

Write for our booklet "The Key to Distribution in New York City."

It's complimentary if you state product, firm and individual to address.

**NEW YORK CITY CAR ADVERTISING COMPANY**

**225 Fifth Avenue**

**Tel. Madison Sq. 4680**

**JESSE WINBURN, President**

to the Neutral Committee in the industry. The firm represented by two outside employers connected with the association; the workers by two workmen in two firms distinct from the one in question. The case to be put by the firm and the workers involved—decided by the committee.

If this failed to settle a dispute by direct negotiation the points of difference could be submitted as a third alternative to a final court of arbitration of the industry. This system to settle disputes makes it almost impossible to institute organized hostilities on either side. If it sounds cumbersome or visionary I can only say that in one industry where it is used there has not been an organized strike in over 25 years, and local disputes have never lasted over two weeks. The machinery set up for disputes should and does function long before they arise. Instead of discussing points of disagreement only, periodical meetings are arranged to discuss points of agreement, such as production, output and the standing of the firm and the industry in the markets of the world. Annual dinners are held by the workers to which employers' representatives are invited. Local council meetings are likewise held and minutes sent to the heads of both organizations. To arrive at such a point the number of unions should be reduced, the manufacturers' organization made stronger.

#### CO-OPERATIVE PAID ADVERTISING PROFITABLE

Copy for paid advertising done co-operatively by labor and management on labor-saving devices, for example, would be interesting and profitable.

When an organization of railroad men demands a certain automatic stoker by name, it would seem that this association has a big opportunity. Labor realizes that greater production requires better machinery.

I believe that this association has in its power the opportunity for a big forward-looking programme in organized co-operation

for the benefit of the industry and the whole country which is waiting for leadership in plans that work. They will follow a group which can put the "us" spirit into its industry.

#### The Farmer Is Producing More

Edwin T. Meredith, retiring president of the Associated Advertising Clubs of the World and Secretary of Agriculture, declared in an address before the Association of Commerce at Chicago that the people themselves are largely to blame for the increased cost of living.

"High cost is a development of an abnormal state of mind," he said. "Food to-day should be as cheap as it was six years ago, if not cheaper. More food per capita is being produced here than ever before. We've become a nation of silly spendthrifts, and the result is we are being trimmed right and left by everybody and anybody. We are the superfools of the world."

Discussing the same subject in another address on the same day before the Bankers' Club of Chicago, Mr. Meredith declared that the farmer had increased his production and was entitled to the generous aid of the Government. He pointed out that the value of farm products last year was \$25,000,000,000, or equal to the entire war debt of the United States, and that the capital invested in farms is equal to that of all other industries and business combined.

#### An Old Friend Back On the Job

WASHINGTON, D. C., Feb. 24, 1920.

Editor of PRINTERS' INK:

I've advised you of one or two slogans formerly used by me as advertising agent of the Burlington Route at Chicago. Here is one that I do not recall having sent you and which I desire to register in your clearing house. By virtue of the fact that the Burlington operated through service from Chicago to a greater number of the big National Parks than any other line, I dubbed it "The National Park Line." This made a big hit at the time, although it was but a natural outcome of the situation. I mean to resurrect it as soon as I get back on the job and again fasten it to the map which the Big Boss of the Choo Choo temporarily demolished.

T. T. MAXEY.

#### Rankin Agency Handling Loyal Order of Moose Campaign

The William H. Rankin Company, Inc., Chicago, advertising agency, is running an advertising campaign in Chicago newspapers as a part of the membership drive of the Loyal Order of Moose. This is in the nature of an experiment, and if it works out resultfully the campaign will be extended to New York and other large cities.

# Converting Knocks into Sales-Arguments

Advertiser Builds Successful Campaign Out of Same Material Which Rival Salesmen Had Been Using in Verbal Competition

**B**ACK in the days just following the Civil War a youth was apprenticed to learn the blacksmith trade. When he came to maturity he embarked in business for himself as a fabricator of wrought iron. The oldest existent photographic record of his organization of that day is a daguerreotype of nine workmen in the "plug hats" and heavy beards of that period. In their hands they carry the tools of their craft or samples of their product. A section of an iron fence is particularly noticeable.

From that beginning young James Van Dorn, for that was the name of the young man who had made steel fabrication his life work, rapidly developed an organization which could tackle and solve all manner of intricate problems in metal fabrication. A specific list of the problems includes the structural work for world-famous observatories in foreign lands, the skeletons of some of Cleveland's earliest skyscrapers, complicated and ornate grille-work for banking institutions, and, in the last few years, a fascinating variety of war-work which included fleets of the French two-man, six-ton fighting tanks of the "Renault" model.

In developing thus the broad technical skill and "knowhow" of the Van Dorn Iron Works, James Van Dorn was unwittingly preparing the material which competitors were later to attempt to employ against his company.

They found their excuse when The Van Dorn Iron Works Company determined to enter vigorously into the steel furniture field with a complete line of filing cabinets, desks, chairs, safes, unit sections and lockers. (Previous to that date the company's share in that market had been confined almost wholly to built-to-specification contract work.)

The growth of the "stock" furniture sales through the early years was slow as compared to later expansion and the response of dealers to advertising not all



**BEHIND** the selection of Van Dorn Steel as standard office equipment by the nation's largest corporations is the inseparable confidence of quality established by the knowledge that for decades the name "Van Dorn" has symbolized the mastery of steel fabrication.

Today this mastery has gained an added significance—"cabinet work in steel."

THE VAN DORN IRON WORKS COMPANY  
CLEVELAND



**DEMONSTRATING THAT THE EXPERIENCE GAINED IN OTHER SORTS OF STEEL FABRICATION WOULD NOT COME AMISS IN MAKING OFFICE FURNITURE**

it seemed proper to expect. An investigation brought a condition to light which explained the matter.

Dealers were found to be surprisingly well acquainted with



— 28 years  
in the architect's  
working library

ROGERS & MANSON CO  
*Publishers*  
BOSTON NEW YORK CHICAGO



## The Richest Field Most Easily Reached

**G**REATER Pittsburgh, with her 1,500,000 people and greatest per capita earnings and assessed value of real estate of any city, is an unexcelled market most easily reached with the Pittsburgh Post and Sun Combination.

In the changed status of Pittsburgh Newspapers, the Pittsburgh Post and the Pittsburgh Sun lead with a combined non-duplicated circulation of 140,000 at only 20c per line—the lowest cost per line per thousand of any medium in the field.

By advertising in the Post and the Sun you reach Pittsburgh's discriminating people and ultimately influence the buying habits of the entire district.

## PITTSBURGH POST AND SUN COMBINATION

*Gives 140,000 Pittsburgh Worth-While Circulation  
at a Rate of 20c. Best space buy in the field*

CONE, LORENZEN & WOODMAN, Publishers Representatives  
NEW YORK CHICAGO KANSAS CITY DETROIT

historical details of Van Dorn business—particularly with the handling of structural steel. Competitive salesmen, using the age-old formula of "damning with faint praise," had belittled Van Dorn Steel Furniture as a side-issue of a concern which was at home only in an atmosphere of husky but crude steel girders. The obvious inference, even when not expressed in so many words, was that the delicacies and refinements necessary could not be expected in Van Dorn products.

Once this faulty belief had been uncovered, the advertising was given an abrupt right-about-face. Perhaps no one factor is more important to steel furniture than a complete familiarity with the best and most economical methods of handling steel in all forms and the complete mechanical equipment for any desirable process. The oversight in the past had been to regard this as self-evident.

In the first copy definitely planned to cash in on all the component factors of the experience-argument the slogan "Master-Craftsmanship - in - Steel" was adopted and an energetic drive was directed at the dealer through trade-paper space and direct mail features, since it was the dealer who bore the brunt of the previous "education - downward." From the start the response was gratifying and, when it continued steadily as reflected by the increase in the dealer-organization, it was decided that it was going farther than merely offsetting competitive insinuations.

When evidence of this had piled up to the satisfaction and conviction of the Van Dorn management the same appeal, translated into new forms, was tried out in consumer advertising and has been consistently maintained ever since as results have tallied with the earlier dealer campaigns.

The technical handling of the new consumer-appeal has been worked out in a rather novel way. No attempt has been made to lead the reader through a mass of introductory material in the form of reading matter about the varied

problems of metal fabrication which the Van Dorn organization had mastered. It was felt that this would prove too tenuous a thread to hold the reader who had an immediate interest in the details of the real subject. In the earliest presentations the method was almost wholly pictorial. Tucked away in seemingly modest display below the large script of the name "Van Dorn" were printed small but striking pictures representing some single phase of the "Master - Craftsmanship - in - Steel" argument, accompanied by a brief sentence or two of explanation.

First came a line drawing of two young girls in hoopskirts in the company of a soldier in Civil War uniform beside the caption—"Maidens in hoop-skirts were strolling down Euclid Avenue with returned veterans from the Civil War when the future founder of 'Van Dorn' was apprenticed to the steel trade."

Later inserts showed successively the daguerreotype of the working force, previously described, a photograph of the launching of a Van Dorn-equipped battleship, a drawing of the memorial tablet erected by James Van Dorn in gratitude to his parents for apprenticing him to the blacksmith trade, the original shop, and the climbing French tank.

More recently the argument has been allowed to occupy even larger proportions of the space. In one such advertisement there are shown "fade-aways" on the smooth side of a Van Dorn letter file, an observatory in the Argentine, the skeleton of the Williamson Building, Cleveland, and the French fighting tank. The copy also gives a fairly complete exposition of the "Craftsmanship" argument.

Certainly the situation as it stands to-day has a distinct Gilbert-and-Sullivan flavor. W. S. Gilbert's famous line about "making the punishment fit the crime" has rarely been worked out more ironically in real life than in this example of competitive knocking leading the victim into an easier pathway to increased success.



# ✓The Legal Status of the Generic Trade-Mark

Dangers That Lurk in Getting Your Trade-Mark in the Dictionary

By Roy W. Johnson

IN a recent issue of the New York *Sun* the following item appeared on one of the pages devoted to business news:

## JAPAN INCREASES CELLULOID OUTPUT

THREE FACTORIES PRODUCING ON  
LARGE SCALE

The celluloid industry in Japan is of recent development, having barely passed a decade since it was started in Sakai. To-day there are three factories producing celluloid sheets on a large scale located in the Kansai district, two of which are in the prefecture of Osaka, and there are numerous factories all over the country making celluloid goods, which use the materials produced in the three large factories.

If you read that item when it appeared, it probably did not strike you as in any sense peculiar, any more than if it had announced an increase in the output of cotton prints, or pig iron or sole leather. But suppose it had read this way: "There are numerous factories all over the country making Ivory Soap"—or Kodaks, or Victrolas, or Old Dutch Cleanser. That would be different, would it not?

As a matter of fact, it would not. For the word "celluloid" is a trade name which is, technically speaking, on all fours with those mentioned above. It is the exclusive property of The Celluloid Company of America, and the courts have more than once issued solemn injunctions forbidding others to make use of it. But as Edmund Burke observed, it is difficult to "draw up an indictment against a whole people," and it is quite impossible to give effect to an injunction against them. For if the public chooses to adopt your trade name as a generic term (that is, as referring to all articles of the same sort), the public is pretty likely to have its way about it.

That is one of the little jokers that are usually hovering around

in the vicinity of the coined-name trade-mark. "Celluloid" was not only a perfectly good trade name, but it was also a perfectly corking name for a substance which could not easily be described in any other way. And the dear public applied that name to the substance, wherever it was found, quite irrespective of its origin. In so doing the public took the bit in its teeth and ran away with the whole load of apples; and that is something the public is quite likely to do upon occasion.

FIRST AND LAST, TRADE-MARK  
MUST INDICATE ORIGIN

Now it is necessary to remember that practically, and to a large extent legally as well, you are quite at the mercy of the public in this matter. The public interest is always paramount as compared with that of any individual manufacturer and a mere whim or caprice on the part of the public often places one in a difficult position. You want your trade-mark to indicate *origin*, always and everywhere. You do not want it to mean style, or quality, or fit, or pattern, or anything else except by inference. You want it to point to you as the maker of the goods, first, last and always.

And unless you are able to control its use by the public, so that they shall not use it in a sense other than you intend, you are certain to have difficulties without end. The best way—the easiest way—to insure oneself against such difficulties is to adopt a word which already has a definite meaning and which people are not likely to take liberties with.

It is not an uncommon ambition (or rather aspiration) among business men to see the trade names of their products listed in the dictionary, to have them familiarly referred to in the news-

# Foldwell

TRADE MARK



## "Just See How It Holds at the Stitches"

"When that catalog was planned we took into account what many advertisers overlook—the strain on the center page fold. Foldwell was chosen to withstand that strain. Examine it. Not a sign of a crack there—nor on the cover.

"Open and close it all you please. The strain will not loosen the cover and no pages will fall out. The stitches will bend before the paper breaks between the holes."

THE printer's confidence in Foldwell is well placed. For Foldwell's rag base and extra strong fibres insure it against cracking or breaking.

By using Foldwell in your catalogs you too can be certain that your sales messages and illustrations will do every bit of work you intend them to do. For Foldwell catalogs, though severely handled and repeatedly thumbled back and forth, always come up smiling.

*Our booklet, "The High Cost  
of Taking a Chance," on request*

**Chicago Paper Company, Manufacturers**  
815 S. Wells Street Chicago, Ill.

NATIONALLY DISTRIBUTED

## Export Advertising Facts

The expansion in export trade of this country with Latin America, emphasizes the need of formulating very definite sales plans. Careful cultivation of the field is necessary to build permanently.

It is as important to reach consumers as it is to reach importers and dealers. The landed proprietors are the real buyers,—the men with whom large orders originate. You can best reach them through

## La Hacienda

*Spanish and Portuguese Editions Monthly*

LA HACIENDA is read by the big men of affairs in Latin America, because it carries a practical appeal to them. Full 75% of circulation is to paying subscribers; 25% is to a select list of rated importers and dealers.

Over 100 leading banks throughout Latin America receive and remit for subscriptions to LA HACIENDA. During 1919 nearly 2500 trade inquiries were received and listed in our Export Trade Bulletin sent to advertisers. LA HACIENDA for fifteen years has served to broaden the market for many prominent American firms. It is today helping them to get new business.

**CIRCULATION in excess of 30,000 copies  
monthly—guaranteed—and growing**

Our Department of Research and Foreign Sales Service will co-operate with you on foreign sales work. Information upon request.

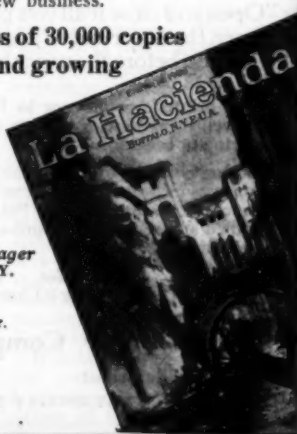
### La Hacienda

*Founded 1905*

**Wm. R. Jones, Business Manager**  
New Sidway Building, Buffalo, N. Y.

**Eastern Office:**  
**H. M. PORTER, Advertising Mgr.**  
52 Broadway, New York

**Western Office:**  
**A. LEA MORRISON, Mgr.**  
Kimball Building, Chicago, Ill.



paper funny columns, and to hear the vaudeville comedian get them across the footlights. That is very pleasant to be sure, and tends to give one a pouter-pigeon effect—but look out for it. If it tends to teach the public to use your trade name loosely, or in a wrong sense, it is a positive danger instead of a compliment.

All this may sound very mysterious, but it is really very simple. There is no more mystery about a trade name than there is about any common word in the language. For as everybody knows, it is *use* which determines the meaning of words, and the combined authority of all the grammarians since the inventor of that science cannot suffice to stop a change in usage. For example, "wit" used to be practically synonymous with "wisdom"; to-day the two words can readily be contrasted. "Humorous" once meant cranky or crotchety; to-day it has practically the opposite significance. Every word in the language is subject to this influence, which is ceaseless. Not out of the mouths of college professors cometh usage—but out of the mouths of Mamie the pert stenographer and Henry who drives the ice-wagon.

THE PUBLIC MUST BE RECKONED WITH

Now then, you send your trade name out into this world of ceaseless change with the intention that its meaning shall remain precisely fixed for all time. It must always mean "the goods of a certain producer." "Kodak" must always mean the product of the Eastman Kodak Company, and never "a camera"; "B. V. D." must always indicate the goods made by the B. V. D. Company, and never "unwedwear of athletic cut"; "Pianola" must always identify the instrument made by The Aeolian Company, and never "a player piano," and so on. Bearing in mind the fact that the public does not know your intention, and would not care a continental if it did, do you see what you are up against when you launch a product under a coined name trade-mark?



## READER-INTEREST

THE most valuable attribute of any publication as an advertising medium for high-class goods and service is genuine "Reader-Interest."

It is a fact that for almost seventy years before specially cultivating the sale of advertising space "PUNCH" catered only to "Reader-Interest" and so built up a world-wide "Reader-Interest" among people who have been loyal admirers and constant, faithful, interested readers, in many cases for several generations.

This wonderful "Reader-Interest" in "PUNCH" is the greatest factor in making its advertising space such a valuable investment, and accounts largely for the very great success of advertising of high-class goods and service in its pages to Britons at home and abroad.

THERE IS NO SUBSTITUTE FOR "PUNCH"

ROY V. SOMERVILLE  
Advertisement Manager, "PUNCH,"  
10 Bouverie Street  
London, E.C., Eng.

## Keeping Up With The Times

### A FACT A WEEK

One of The Times advertising men is threatened with premature obesity.

On three different occasions during the past week a client of his has questioned the result-bringing qualities of The Times in a proposition in which source of results is possible to identify. In each case the conversation resulted in the wager of a dinner and in each case the advertiser had to buy the dinner; because the records showed that the number of inquiries and sales resulting from the advertising in The Times exceeded those from any other medium.

Incidentally, it's the belief of The Times that results for this particular type of advertising come in so large volume because of The Times' policy of refusing advertising that is, or seems to be, fraudulent or misrepresentative.

**The Washington Times**  
WASHINGTON, D. C.

There are times, of course, when a coined name trade-mark is practically a necessity, as for example, when you must give a name to something entirely new—such as Aspirin, or Celluloid or Linoleum. But here take care that you fully consider the consequences of *teaching the public to use the word.*

As long as you have a monopoly of the article in question, you are safe of course, for nobody can use the word without referring to your product. But as soon as others are able to manufacture a similar product, the question arises "what are they to call it?" And it is right at this point that some of the most unfortunate trade-mark disputes have occurred—unfortunate because it is usually impossible to do absolute justice to anybody concerned.

The celluloid instance has already been referred to. Let us take another in linoleum.

This product, being something entirely new, was given a coined name which was meaningless except in connection with this particular product. It happened also that the manufacturer was able to get a patent on his invention, so that he was privileged to exclude everybody else from making it for a period of years. And during those years he was teaching the public the word "linoleum." He taught them so well that nearly everybody came to understand that "linoleum" meant a kind of floor covering that looked like oil-cloth but wasn't oil-cloth. He spent years of time, and money, and energy, building up a reputation for that product, under that name. And then the patent expired.

Now according to the principles of abstract justice (if there are any such) he had an undoubted right to the fruits of his years of labor. And since he invented the name, and gave it the only value it ever had by earnest effort and honest dealing, he certainly had a peculiar right to that too. Undoubtedly abstract justice must incline in his favor.

And as for the public, has it

The New Orleans Item  
regularly receives  
more money from  
local display advertisers  
than any other paper  
published in its field \*

## The Home Newspaper

in South Bend, Indiana, is

## The South Bend Tribune

85%

of whose circulation is within the city limits  
and goes into over

90%

of all English speaking homes in South Bend.

*Dealing Direct With the Advertiser and the Agency.*

A. B. C.

ASSOCIATED PRESS SERVICE



# PERSHING



**I**N modern warfare, aside from simple khaki, the man is clothed solely in his achievements.

Pershing's name will live not because of spectacular individual bravery, but because, in the face of obstacles which the master military minds of Europe called insurmountable, he succeeded. In every line of human effort the measure and satisfaction of success lie in proving that there is no such thing as impossibility.

**GATCHEL & MANNING, INC.**  
C.A. STINSON, PRESIDENT  
*Photo Engravers*  
PHILADELPHIA

*Opposite Independence Hall*

*In Philadelphia stands a small building through whose doors have passed big people. Our weather-stained sign has seen many of them pass by.*

## AUSTRALIA

In Australia and New Zealand the American merchant will find unlimited opportunity for business expansion. The buying public is intelligent, prosperous and progressive and exceptionally friendly to America and American products.

The Sunday Times Group of Newspapers dominates the buying public of Australia.

### "The Sunday Times"

Australia's leading Sunday newspaper.

### "The Referee"

The most popular British sporting weekly.

### "The Green Room"

Australia's most popular theatrical magazine.

### "The Arrow"

The pith of week-end Sport items.

**The Sunday Times Newspaper Co., Ltd.**  
SYDNEY, AUSTRALIA

U. S. A. Advertising Representatives  
**BRITISH & COLONIAL PRESS, Inc.**

140 N. Dearborn St., Chicago, Ill.

150 Nassau St., New York City, N. Y.



not come to rely upon that word "linoleum" as standing for a certain standard of quality and workmanship? Will it not be against the public interest to allow the use of that name by other manufacturers whose standards may be less rigid, and whose honesty may be more flexible? Is not the public entitled to protection in its understanding of the word?

Just here there steps up a rival manufacturer with a copy of the expired letters patent in his hand. He has the right to make this floor covering—an absolutely indefeasible right—but the right is worthless unless he is allowed to call it by a name that will be understood. The only name the public understands is "linoleum." The stuff is linoleum, and nothing else. To call it by any other name would be deceiving the public. Does abstract justice mean to tell him that he must bluff the people into thinking that his product is something else?

Abstract justice is up a tree. And practical justice can only ask: "If he isn't to call this stuff linoleum, what in the name of heaven is he to call it?"

#### THE BEST KIND OF TRADE NAMES TO CHOOSE

Similar cases are quite plentiful, and they illustrate very clearly the point that this article is intended to emphasize. In selecting a trade-mark, or in handling a trade-mark, it is of first importance to consider what the public is going to do with it. Your intentions may be perfectly clear, but what are the public's intentions? You may mean one specific thing when you use the name, but you must not let the public mean anything different.

And by all odds the best way to accomplish that is to select for a trade-mark or trade name something which already has a definite, settled meaning apart from your product. If you feel that you must coin a new word to describe your product, all right; but keep it where it belongs as a descriptive title not a trade-mark. Then adopt a trade-mark such as

## Strong With Textile Manufacturers

It is something to advertise in a gaining publication. The American Wool and Cotton Reporter in the last six years has carried week by week the following number of columns of advertising.

1914 .....	38 columns
1915 .....	47 columns
1916 .....	59 columns
1917 .....	83 columns
1918 .....	112 columns
1919 .....	251 columns

A gain of about 600 per cent in five years. Same rates.

In 1914, as proven by A. B. C. membership then, the net paid circulation of the American Wool and Cotton Reporter was the largest of any textile paper in the United States.

To-day the circulation of the American Wool and Cotton Reporter is net paid without the use of premiums of any kind or any clubbing arrangements, or any personal solicitation; all unpaid subscriptions, all subscriptions that are more than 30 days in arrears have been discarded. Here is a voluntary circulation from heads of mills who know that they want the Wool and Cotton Reporter and who send us their \$3.00 year by year to pay for their subscriptions. This is the best kind of circulation.

Advertising rates upon  
application

### American Wool and Cotton Reporter

530 Atlantic Ave. Boston, Mass.



# VENUS PENCILS

*The largest selling  
quality pencil in  
the world*

Used everywhere by those who buy the **BEST**—a peer among pencils—dependable for the most exacting work, and a comfort, in its smooth, firm, non-crumbling leads, for drawing and writing.

17 degrees of hardness and softness  
6B to 9H—B's indicating Softness  
H's indicating Hardness

F or HB—for general writing

B or BB for softer grades

H or HH for hard, firm writing

Copying for indelible uses

Plain Ends, per doz., \$1.00  
Rubber Ends, per doz., \$1.20

*At stationers and stores throughout the world*

**American  
Lead Pencil  
Co.**

205 Fifth Ave.  
New York  
© London, Eng.



"White Rose" or "Red Star" or "Carnation" or what not (so long as it is absolutely definite) and make it known in connection with your descriptive title. Never advertise one without the other.

Your descriptive title is exclusively yours, remember, so long as you have a monopoly, and after your monopoly ceases you need not worry about the blamed thing, because your good will is securely held by the trade-mark. You have the benefit of all the momentum gained by being first in the field, with the added advantage that no later comer is going to be able to cause confusion without being immediately caught at it.

## Advisory Council for Chicago Advertising Formed

W. Frank McClure, advertising manager of the Fort Dearborn National Band, and chairman of the advertising council of the Chicago Association of Commerce, has been appointed chairman of the advisory council of the Chicago Boosters' Publicity Club, Inc., by Mayor Thompson. The advisory council will handle the four-year \$1,000,000 a year campaign advertising Chicago, reported in **PRINTERS' INK**.

The other members of the advisory council are: Henry Shott, Montgomery Ward & Co.; S. C. Jones, James S. Kirk Company; R. A. Brown, Marshall Field & Co.; E. S. La Bart, Wilson & Co.; Dana Howard, Commonwealth Edison Company; Earl Barber, Alfred Decker & Cohn; F. W. Heiskell, International Harvester Company; S. Edgria; Sprague, Warner & Co.; L. G. Reynolds, Stewart-Warner Speedometer Company; H. C. Darger, Blue Valley Creamery Company, and H. Greenbaum, Wieboldt's Department Stores.

## Employees Will Sell Clothes at Wholesale Cost

Easter Sunday at Akron, O., bids fair to become a Thanksgiving, Christmas and Mardi Gras festival celebration rolled into one. Main street will be a miniature boardwalk if the plans of the Service Pin Association of The Good-year Tire & Rubber Company to furnish clothes at wholesale cost work out as expected. A tailor shop will be opened soon to furnish employees with tailored suits at prices less than ready-made suits can be purchased at Akron stores.

Miss W. Kirk, who was formerly manager of the publicity department of the United States Cast Iron Pipe & Foundry Company, Burlington, N. J., has joined the staff of A. Rowden King, Inc., advertising art service, New York.

## It Is a Fact—

That in actual dollars' and cents' worth of value—not merely in percentage of gain—Akron ranked seventh in the United States in point of New Construction. In Ohio, Akron ranked second only to Cleveland, doing twice as much building as Cincinnati, three times as much as Dayton, and four times as much as Columbus or Toledo.

This is a remarkable record and one that should go far toward demonstrating to outsiders the financial strength and energy of Akron.

### MARKET YOUR PRODUCTS IN AKRON

Don't miss the exceptional opportunities here.

And Advertise In The

## AKRON EVENING AND SUNDAY TIMES

"AKRON'S ABLEST NEWSPAPER"

Only Sunday Newspaper published in Akron.

First in News—Advertising—Prestige.

Associated Press Service—Member A. B. C.

**CHAS. H. EDDY COMPANY**

National Advertising Representatives

NEW YORK

CHICAGO

BOSTON

# MODERN FARMING

THE LOUISIANA-MISSISSIPPI FARM PAPER

## SOMETHING WORTH KNOWING

"SOUTHERN farms led those of other sections of the country in making building improvements last year." The above statement was made to Congress the other day by the Federal Farm Loan Board, which announced the highest proportion of borrowing for farm-building purposes in 1919 was from

### Louisiana and Mississippi

also from North and South Carolina, Florida and Alabama.

For three seasons running, Louisiana and Mississippi farmers have reaped successively richer harvests—far and away above record years of the past.

They're to do heaps more of buying and building the coming season.

Representative

E. Katz Special Advertising Agency  
New York Chicago Kansas City San Francisco

Published semi-monthly at  
210 Camp Street  
New Orleans, La.



# The History of Prairie Farmer

Our new book, "Edited From the Farm," gives briefly the history of PRAIRIE FARMER and covers in detail the editorial personnel.

PRAIRIE FARMER editors and contributing editors own and operate their own farms, giving their own practical experiences in PRAIRIE FARMER. PRAIRIE FARMER editors are leaders in every agricultural activity in Illinois.

PRAIRIE FARMER is edited by farmers for farmers. It is an educational and inspirational help in more than 150,000 farm homes—'20,000 in Illinois.

A copy of "Edited From the Farm" will be sent you on request.



**→ SINCE 1841 → PRAIRIE FARMER, Chicago**

**BURRIDGE D. BUTLER, Publisher**

**C. P. DICKSON**  
Advertising Manager

**W**

**BURTON W. RHOADS**  
Asst. Advertising Mgr.

# Emphasis Shifted from Product to Users' Needs

Kelly Reamer Co. Discovers Bigger Field Through a Change of Policy in Its Business Paper Advertising

HERE is one more story of how a business of ordinary dimensions with a limited sales outlet was literally made over into one of unlimited potential size and a greatly enlarged selling field through the agency of a new sales and advertising policy, and without appreciable change in any of the physical elements of that business. It is another chapter in the history of America's industrial development. This story demonstrates once again the vitalizing power of an "idea" when applied with intelligent energy to the material dead weight of a very material business enterprise.

A reamer or a boring tool does not drive one into poetic frenzy when it is looked at dispassionately; yet it is reamers and boring tools with which this story has to do. If these products seem particularly uninteresting, reflect a moment that any other product may be just as dull and uninspiring to the man unacquainted with its use. Therefore the idea applied to the selling and advertising of a reamer may be the very idea that would make another dormant business, formed around an article as commonplace, blossom like the rose.

One Sunday morning a few months ago three men sat facing one another in a factory office. The meeting had been arranged for the purpose of considering the future prospects of the company's business. One of these men was the president and general manager of the company, a man of fifty-five or so, under whose management the business had grown from a one-man shop to a fair-sized concern in a period of ten years. One of the other men was the assistant general manager, and the third the vice-president who was in charge of sales and advertising.

The company was engaged in the business of manufacturing a

line of production tools—reamers, boring tools, cutters, line bars, etc. The growth of the business had been slow and substantial. Its size was creditable enough and the firm's customers had increased steadily. Advertising had been employed in a most consistent manner and the success achieved was due in large part to that agency. During the last year or two competition had multiplied to such an extent that larger and larger sales effort was necessary to show an increase from year to year. The expenditure for advertising had also been increased until the combined sales and advertising expense had now reached a percentage beyond which it could not go until a larger sales volume was realized.

## ANALYZING THE NEEDS OF THE BUSINESS

The president said: "This company stands at the present time just at a point where it must go forward or backward. It cannot stand still. To continue our present advertising policy will cost more money every year and I am not sure that that is the right thing to do. Our advertising methods are exactly what they were ten years ago and represent the same principle followed by our competitors except that we are being overshadowed in size of space. On the other hand, we cannot afford to stop advertising altogether as this might lead the trade to think we had gone out of business. I am open for suggestions."

The vice-president said: "Do not let us forget one thing: The business as it stands to-day was built up by our advertising. To-day, however, there are more competitors in the field than there were five years ago and their advertisements are larger now than ours are, but perhaps we are overlooking the quality of our prod-



### A DARN GOOD QUARTET

GOOD HARDWARE  
(largest circulation in its field)  
ORAL HYGIENE  
(largest circulation in its field)  
MAIL BAG  
(largest circulation in its field)  
DRUG TOPICS  
(largest circulation in its field)

Representing  
Oral Hygiene  
Good Hardware  
Mail Bag  
Drug Topics

**Conant**  
Advertising

348 Peoples Gas  
Building  
Chicago, Ill.  
Marriott 1608

## Advertising Writer

A worth-while position is open in a large Philadelphia organization for a copy-man with lay-out and agency experience. Knowledge of music desirable. Application should be in writing, stating fully experience, age and salary. Samples of work should be submitted, which will be returned promptly. All communications treated as confidential. Address MUSIC, CARE OF PRINTERS' INK.

uct. As long as we keep it up to standard perhaps we can continue to hold our own indefinitely, even without increased advertising."

The president spoke again: "I have not a word to say about the quality of our goods. It is excellent. But I think if we continue to talk about it in the same stilted and uninteresting way in which we are doing now, and do not increase the size of our space, we will be out-shouted by our competitors and the trade will lose confidence in us. These advertisements," pointing to the publication in the vice-president's hands, "are all alike. Cover up the names and you would be unable to tell who is paying for the space. 'The best on the market,' 'The house of quality,' 'Jones' Service,' ad nauseam." Then turning to the engineer, "Tell us what you found on your trip."

The third man spoke: "I have just visited the plants of three of the largest automobile manufacturers in Detroit, Indianapolis and Bridgeport, and I want to say that unless we forget ourselves and what we want to do and apply our gray matter to some of the production problems which these manufacturers are up against, we had better go out of business. To stay at home in our little plant and let our customers adapt our goods to their needs with more or less success will result in a sure loss of business. I have just spent three days in an Indianapolis plant. I found them taking seventeen minutes to bore a cylinder with one of our tools. After twelve hours' study and a complete readjustment of the operations I showed them how to bore their cylinders in four and one-third minutes. Conditions in automobile machine shops are not what they were before the war. In another plant I visited, thirteen minutes were required for the 'finish boring' of cylinders. I showed them, but it took a half day's study to do it, how to reduce the time to two and one-third minutes. In another plant in Detroit my suggestions enabled the company to increase its production of motors by 20 per cent."



## Craftsmanship expressed by PAPER

**P**APER can say *Craftsmanship*.

Snuff-colored STRATHMORE BANNOCKBURN COVER PAPER says *Craftsmanship* unmistakably—something in its texture suggests things hammered, wrought and made by hand.

Other Strathmore Papers say other things—*Daintiness*, for instance, or *Strength*, the Orient or *DIGNITY*, Luxuriousness or *Antiquity*—depending upon the particular combination of paper texture, color and weight.

This expressive power of Strathmore Papers is difficult to describe in words—yet you are instantly aware of it at sight of the papers.

Send for our "*Expressive Advertising*" demonstration—a series of folders that make the expressiveness of paper, type, illustrations and color easy to understand and apply to your own advertising and printing problem.

STRATHMORE PAPER COMPANY

Mittineague, Mass., U. S. A.

# Strathmore Expressive Papers



# Old Hampshire Bond

is a little higher  
in cost and a  
lot higher in  
quality.

"Wanted—A Correspondent, Salary \$15,000" is the title of a booklet which will be sent free upon request to Dept. C.

Old Hampshire Stationery graces the social letters of particular men and women. Free samples will be sent on request to Dept. C.

HAMPSHIRE PAPER COMPANY  
SO. HADLEY FALLS, MASS.



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He paused a moment and looked at the president. "You remember that nice little order for two reamers we received from Flint, which I refused to accept until I could visit the customer? When I arrived there I found the order resulted from one of our advertisements. When I saw what they were up against and showed them how to adapt our tools to their production methods, I came away with an order for \$2,675. If we continue our present advertising policy we will lose much that we have gained. We must stop talking about quality and precision and accuracy and talk about our customers' needs."

The vice-president spoke again: "Our advertising at present features our line and says it is the best. We are using quarter page space in some twenty-odd trade papers. Perhaps we are spreading our ammunition over too much ground. If a change in our advertising policy will give us the leadership that the quality of our goods is entitled to, let us by all means put that change into effect at once."

Two weeks later a second meeting brought the three officers of the company together again to consider a new advertising campaign. In the interim the plans had been fully worked out by the vice-president and the engineer. In making the new plans the appeal of the advertising was shifted from the company's products to the solving of its customers' production problems. This accomplished two extremely important and far-reaching changes insofar as the future of the business was concerned. First, it opened up a tremendously wider sales field than could ever have been reached under the former advertising policy. Second, it lifted the company out of its classification as a manufacturer of production tools and made it mean this and in addition a body of consulting engineers and designers.

Seven publications were chosen instead of twenty. Full pages were used. The preliminary announcement appeared in January issues of the technical papers.

### "When Seconds Count"



### "Catalogs—Quick!"

Give us the plates and copy, and whether it's a million run or not, we'll give you a delivery date that the entire K-L organization will stand back of. Many large national advertisers and mail order houses bank on K-L service.

### Kenfield - Leach Company

"Chicago's Leading Printers"  
610 Federal Street, Chicago



### Parcel Post Carrier

No more wasting time, paper and salaries.

Just drop your catalog or article into its container, and mail.

These Parcel Post Carriers made from light, medium and heavy weight boxboard with sure LOCK. No WRAPPING or TYING necessary.

Ask for Samples and Prices

MADE ONLY BY

### Chicago Carton Company

4433 Ogden Avenue 516 Fifth Avenue  
CHICAGO NEW YORK

# Advertising Salesman

Unusual opening for a \$5000 man, or better, in Philadelphia territory of large and influential engineering weekly. Self reliance, as well as successful experience on a technical or trade publication essential. State qualifications before asking for interview.

**Address W. P.**

**Box 103**

**Care of Printers' Ink**

This advertisement is worthy of close examination. First, it is addressed directly to "Production Managers." Second, the announcement is a definite declaration of an advertising campaign which is to deal with modern production methods. Third, the policy of the company is to offer an *educational* service to "executives responsible for production." Fourth, instead of a eulogy of Kelly products, or even a description of a reamer or boring tool, "Kelly Service" is referred to, not in the usual vague way, but very definitely, as "consultation with experienced engineers and tool designers, who will make a careful study of all your boring and reaming problems and submit suggestions" "for prospective customers without charge."

Only one claim is made for the product, that it will make duplicate parts, and this claim is effectively emphasized.

After deciding upon the advertising campaign, a new catalogue, designed to carry out the spirit and letter of the publicity was prepared containing illustrations of the firm's tools in actual use in the shops of its customers. For example, a photograph shows a battery of vertical boring mills in the shops of the Dayton Steel Foundry Company equipped with Kelly tools for working truck wheels made from steel castings. Another illustration represents a special seven-spindle Foote-Burt machine for machining a twelve-cylinder airplane engine crankcase in the shops of the H. J. Walker Co. Another photograph taken in the machine shop of the Hinkley Motors Corporation, of Detroit, shows Kelly equipped line bar reamers machining engine crank-cases. Throughout the catalogue the customers' conditions and requirements are given prominence and the firm's product is everywhere subordinated to the "production methods" of its users.

A special mailing list of superintendents and production managers was compiled, made up of present customers and prospects, to which new names are added as requests for catalogues are re-

## QUOTATIONS —

①

*"it has been in our family more years than I am old. My father took it regularly and I remember asking about the illustrations before I could read."*—Quoted from a letter received by the editors of Scientific American from a large New England manufacturer, one whose name is a household word, and whose product is known the world over.

¶ Not idle flattery—but the Scientific American is able to boast of thousands of lifelong friends among the great manufacturers of America; men who have kept apace with technical progress since boyhood days through the columns of Scientific American. And into this lifelong friendship between our manufacturers and Scientific American there comes a definite dependability—a serious reliance on this periodical to keep them posted on the world's progress in the industries, science and mechanics.

¶ The story of your product should also be told in this dependable, authoritative manner—in Scientific American, whose prestige and unquestioned authority are the product of seventy-five years of service.

\* \* \* \* \*

### SCIENTIFIC AMERICAN

WOOLWORTH BUILDING  
NEW YORK

# WANTED

## Advertising Writer

### *Experience Not Necessary*



ONE of the foremost Chicago advertising agencies—one of the leaders in this country—offers a most unusual opportunity to newspaper reporters, people of literary training, and university trained men who are capable of expressing themselves clearly and entertainingly in writing.

¶ Those who have manifested an interest in the subject of advertising, possibly without actual experience, or whose work has been along other lines of endeavor, now have an opportunity to enter the advertising profession and be promoted as rapidly as their ability warrants.

¶ In replying to this advertisement be sure to state fully age, education, experience, if any, whether married or single, what you have been able to earn if employed and, in fact anything or everything which will give us a correct line on you.

¶ All communications will be considered strictly confidential. They will be read only by the president of our corporation.

¶ We believe it will be entirely satisfactory to conduct negotiations by mail even though the applicant may reside at a great distance. Address X, Y, Z, Printers' Ink, 833 Peoples Gas Building, Chicago, Ill.

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ceived. Once a month a letter is mailed to each of these names explaining the use of Kelly tools for various purposes and suggesting solutions of production problems.

Advertisements which follow the preliminary announcement deal with specific operations. Several of these pieces of copy contain illustrations of a customer's product, after the manner of the photographs contained in the catalogue. One advertisement has the picture of a well-known motor truck. The copy deals with the many parts in that truck which have been machined with Kelly tools. Three points are stressed throughout the copy; i. e., interchangeability, standardization, economical up-keep. Kelly service, through the engineering department, is also described in one or two of the advertisements, as, for example, an offer to take an article like a crank-case and design tools for it. This, it is pointed out, saves the customer the expense of designing tools in his own plant and all worry connected with it.

In connection with the advertising campaign a new sales method was started. The United States is divided into twelve sales districts. In place of the old method of hit-and-miss canvassing by sales representatives, every customer and prospect in each district is carded in duplicate. The original is sent to the home office and the duplicate kept by the district manager. A definite report must be made on every name in the list once every thirty days.

The history that has been made in the case of the company described in this article is waiting to be written of a host of similar commercial enterprises. Many such were established long before Kodak or the cash register was dreamed of and if they are not now in a stage of inanition, they are at least maintaining a semblance of healthy life by artificial nourishment. Many more are being born every year, lusty children of invention and industry. How many of them will catch the vision of a larger opportunity and "follow the gleam"?

## More Than a Million a Month for a Year

Last March The Atlanta Journal carried more than a million lines of paid advertising.

That was the first time The Journal, or any other Georgia newspaper, had published a million lines of advertising in any month.

Every month since March The Journal has carried above a million lines of paid space.

February completed the full year's record by going well above the million mark, although on Sunday, February 8th, all advertising was omitted because of pressmen's "vacation."

**Advertising in The Journal  
Sells the Goods**

## AN IDEA Worth Thousands

lies somewhere in the business field waiting for you to chance upon it.

But why leave it to chance? The Prentice-Hall Business Information Service, systematically searches for these new ideas, and sends them to you each week in condensed form.

Prentice-Hall Business Information Service will be invaluable to you. Write for Booklet No. 6013 for full information.

**PRENTICE-HALL, Inc.**  
70 Fifth Avenue, New York

# National Graphic Publicity Service

**"Business Service Motion Pictures With Guaranteed Distribution"**

is designed to serve industrial manufacturers and national advertisers and others who are alive to the utility of motion pictures for Sales, Merchandising, Advertising, Demonstration and Publicity purposes.

- skilful presentation of the manufacturer's sales and advertising message.
- technical interpretation of manufacturing processes and industrial operation.
- distribution plans and suggestions—when desired.

## NATIONAL GRAPHIC SALES CORPORATION

GERALD B. WADSWORTH, President

FREDERIC M. DOWD, Sales Manager  
National Graphic Publicity Service

50 East 42nd Street

New York City



# Two Big Questions for You to Answer

Do you want to intrench your business so thoroughly in the New England states that competition cannot affect it?

Do you want to increase the demand for your product to the limit of your production capacity?

## The National Graphic Sales System

Motion Picture Advertising—backed by a Real Merchandising Plan

will insure either or both of these important accomplishments.

We should be glad to tell you what this plan is; why it is so effective and how little it costs.

## NATIONAL GRAPHIC SALES CORPORATION

GERALD B. WADSWORTH, President

THEODORE S. HOWARD, Sales Manager  
National Graphic Sales System

50 East 42nd Street

New York City

**REUTERS**

LIMITED

24 OLD JEWRY  
LONDON, E. C.

announce the establishment of a branch organization  
in New York of their Department of

**International Advertising**

extending to American advertisers and agencies world-wide facilities for the planning and placing of American advertising campaigns in the BRITISH ISLES, in HOLLAND, NORWAY, SWEDEN, DENMARK, AUSTRALIA, NEW ZEALAND, AFRICA, INDIA and other important markets, where Reuters maintain distinct advertising organizations.

With complete information on foreign trade and markets and direct connections with Reuters advertising agencies abroad, our Advertisement Department in New York offers American advertisers an exceptional service in every phase of their foreign campaigns.

ISROY M. NORR  
ADVERTISEMENT MANAGER

**REUTERS**  
LIMITED**NEW YORK**

20 BROAD STREET

# What Advertising Can Do for the Machinery Handling Association

The Sales Possibilities in the Railroad Field Alone Are Limitless

By P. C. Gunion

Advertising Manager, Hyatt Roller Bearing Company

THERE'S a great deal of business lost yearly because salesmen sometimes overlook the importance of asking the buyer what they want. You have all had salesmen talk to you fifteen minutes, present a smooth-sounding story, but one that meant nothing to you, so that when they finished you didn't know whether they wanted you to say "yes" or "no," spend one dollar or a thousand.

An interesting story on this subject was recently told me by the vice-president of the Hyatt Roller Bearing Company. Henry Ford was in Indianapolis one day visiting the Marmon plant. Mr. Marmon in the course of the conversation asked him why he didn't buy a Marmon Sedan. Ford replied, "You never asked me before—sure, send me one."

Several weeks later the car was delivered in Detroit and caused a sensation among the Detroit automobile men. One of them, a representative of the Pierce-Arrow, went to Ford and said, "Look here, Henry, you and I have been mighty good friends in the Detroit Automobile Club for a long time, why did you go down to Indianapolis and buy a car? You're a fine patriotic Detroit citizen, why didn't you buy a Pierce-Arrow from me?"

"Because you didn't ask me to," replied Ford.

To get our economically important idea of handling materials by machinery across to the responsible men of the country, we must tell them in no uncertain language just what machinery will do for them and we must ask them to take the desired action.

Portion of an address before the New York Convention of the Material Handling Machinery Manufacturers Association.

It would be a truly big idea for some fifty manufacturers of similar equipment to combine for their common good and to promote a constructive idea that means much to the whole country. It's a big idea, but it's no bigger than the ideas that have made so many similar associations successful. The series of articles now running in *PRINTERS' INK* by Mr. John Allen Murphy, Association Editor of *PRINTERS' INK*, and Mr. C. H. Rohrbach, Secretary of the Hydraulic Society and the Compressed Air Society, set forth the remarkable results accomplished by associations of allied manufacturers.

We have certainly an important message for manufacturers, internal transportation men, and railroad officials. If we could interest the railroads alone to the extent of handling their L. C. L. freight, and their baggage economically by machinery of the right type, we would be taking a great step forward.

I was talking recently with Professor Wellman, who has the Chair in Marketing at Dartmouth. He was formerly Sales Manager of the Walter Lowney Chocolate Company. He told me that he recently attended a meeting of bankers and railroad men where one of the latter asked the bankers for their support and their confidence in the railroads. He stated that the railroads had made money in the past and could make money in the future, and merited the backing of Wall Street. A well-known financier leaped to his feet and said, "Mr. Railroad Man, just so long as the railroads have freight stations throughout the country where goods from trucks have to be lifted by hand from one level to another and then again lifted by hand to the cars,

*In the  
March Issue of*  
**PRINTERS' INK**  
**MONTHLY**  
*will appear*

The first of a series of talks on The Right Use of Art in Advertising, by Lawrence L. Schall, 20 E. Jackson Blvd. Chicago

IN CITY OF NEARLY A HALF MILLION there is a morning newspaper operated by keen, live publishers who are seeking the services of a bright young man as a copy writer in their Advertising Service Department.

We want a man who can originate good, salable copy. State salary desired, experience and references. All communications will be treated confidentially.

Address S. D., Box 97, care PRINTERS' INK.

just as long as the freight stations lack even such simple mechanical devices as belt conveyers, just so long will the banking interests fear to put money into the railroads. You've got to modernize the railroad business before it will look profitable or even safe to us."

**MUST HELP PUT RAILROADS ON A BUSINESS BASIS**

That is one big thing our association must do, help put the railroads on a business basis by cutting down the high cost and waste of time of old, inefficient methods.

Such education takes money—we should have fifty to seventy-five thousand dollars for advertising before starting to make any kind of drive. With that much available a real impression could be made, and the business of every member company would be increased.

The idea that fifty companies can do such advertising through their association and have it of benefit to all is sometimes hard to realize. The company I represent is truly neutral in the association, as there is no member that is a competitor of ours. We can, therefore, sit back a little removed from the association and picture that some of those members who sell competing equipment may miss the big idea of the association and feel that organized publicity would not add profits to our treasuries.

The field for handling materials by machinery is fertile and without limit. If all the equipment that should be used instead of hand labor was ordered to-day, we should be oversold for years to come. There's room for all and your only real competition is the old-fashioned way of handling materials. If combined in an association you can combat that one common competitor, then all of you will have all the business you can handle.

In stating that with the present funds advertising could not be done effectively, I meant that national advertising that would

# To Buyers of Advertising Art

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ARE your clients critical of your illustrations as regards the faithful portrayal of their merchandise?

Do you realize the value of human interest in an advertising illustration?

Wherein lies the appeal of the moving picture if not in its reproduction of real people and actual scenes through the medium of photography?

Have you ever tried photographic illustrations capably directed by experienced men, who appreciate the prime necessity of producing good copy for plate making and printing?

We offer exceptional service in our studios in that we furnish models, costumes, and all properties necessary to make your illustration complete.

Furthermore, our gallery is not our only base of operations. When it is not possible or expedient to make a picture in the studios, we will take suitable models and proper equipment to whatever location is necessary to furnish the required atmosphere.



WINEMILLER-MILLER-Inc.

PHOTOGRAPHIC  
ILLUSTRATIONS  
for ADVERTISING

450 FOURTH AVENUE - N. Y. C.

A large national advertiser requires five additional members for the traveling staff, as general representatives in sales promotion work.

This company, the largest in its field, manufactures and sells a product of universal demand, and its present orders far exceed its ability to supply.

The position requires a knowledge of retail and wholesale merchandising and general business practice, as well as the ability to write direct, forceful and effective English and an ambition to climb into the executive class, for the opportunities for advancement are great.

In applying, state fully experience, age, education and qualifications for such work.

Address A. G.

Box 102, Care of Printers' Ink

put across our idea broadly and the benefits of which would be felt this year could not be attempted. However, a modest campaign in the trade papers could be started this year, and a certain class and number of prospects reached for an expenditure of from twelve to fifteen thousand dollars.

Our association is founded upon an economic truth—that materials can be handled by machinery with an important saving in time, manpower and money. We should point out that truth with sufficient force and continuity of effort to impress it upon the consciousness of every man in the United States who is responsible for the internal transportation of goods.

### An Actual Sales Convention at Dartmouth

An actual sales convention was held at the Amos Tuck School of Administration and Finance of Dartmouth University on February 23.

W. S. Ashby, advertising manager of the Westclox Company, sent on the sales and advertising plans of the company for 1920 together with copies of all advertisements, trade literature, samples of their clocks and watches, etc. The hall was decorated in a regular convention manner, Westclox advertising being the key note.

The convention was held to give the second year men practical experience, and to demonstrate to the first year men, members of the faculty and business men of the community with whom the second year men are doing their thesis work, the kind of work that is being done in the sales and advertising courses of the Tuck School.

### Direct Advertising Corporation Formed at Indianapolis

The Direct Advertising Corporation has been formed in Indianapolis by Burton Bigelow, Maxwell Droke and B. G. Saltzgeber. Mr. Droke was at one time manager of the dealers' service department of the Palmolive Company, Milwaukee.

### G. F. Morrow with Great Atlantic & Pacific Co.

G. F. Morrow, for the last five years advertising manager of the Atlantic Sugar Refineries, Limited, Montreal, is now a member of the buying staff of the Great Atlantic and Pacific Tea Company, Jersey City, N. J.

## Daddy of a House Organ Wants to Adopt Another

His youngster is only six months old and is producing business like a veteran salesman for the largest concern of its kind in New York. But it doesn't keep its pa busy. The old man wants to take on another. He has had 20 years' experience in selling, dealer co-operating, advertising and writing newspaper and magazine stuff. He has edited six House Organs that made unusually good. Probably he can make yours attract more friends (and keep old ones), create more good will, and PRODUCE MORE GOOD BUSINESS. Better write him at once and let him talk it over with you. Address,

"J. T.", Box 101  
Care of Printers' Ink

## Sales Manager

We want a man with large vision, broad experience in the marketing of food products and the capability to earn a big salary as sales manager.

Our product is a high-class food article. Our field is before us and our opportunities are great.

This position is now open and we want a big man quick. If you are a big man and have the above qualifications, answer this ad immediately, giving full particulars, after which an interview will be arranged, if necessary. All replies will be held strictly confidential.

Address H. R., Box 99, care of Printers' Ink.



# Moral: Hitch Your Copy to the Stars

Especially If the Stars Are Amateurs Whose Relatives Sit in the Audience and Read Your Programme Ads

By O. C. Harn

ALLOW me to introduce something new.

We are rather used to magazines and metropolitan newspapers which bulge with advertising till some of it leaks out and is left on the composing stone.

We no longer turn a hair at the idea of the advertiser's soliciting the publisher and taking him out to lunch, if the publisher is the publisher of some fat national weekly.

But I enjoyed a new thrill the other evening. It was the story, absolutely *bona fide*, of a village entertainment programme which solicited no advertising and had to turn down 25 per cent of the advertisers who clamored for space in it! Or, to put it in another way, it was oversold 60 per cent. Ten advertisements were all it could take; sixteen were offered, six had to be declined.

Rates were not raised on the lucky first comers. The programme owners were not regular publishers.

But there was some one among this group of amateur publishers who was a real advertising man, though he doesn't know it and would not admit it. Revelations which I am about to make will convict him, unless the jury should be packed with regular advertising men who are not real.

To those of us advertising men, regular or real or both, who have looked upon all entertainment programme as graft, so far as their advertising is concerned, it will come as a shock to learn that advertising space in such a programme could ever be eagerly bought instead of sold (using sold in the same sense that you might say that an income tax receipt is sold by the internal revenue commissioner).

The Gardens Players, of Forest Hills, Long Island, is a little band of amateur actors and actresses who give delight to crowded houses three or four times a year. They include all of the best people in Forest Hills except those who come regularly to sit and genuinely enjoy and applaud the performances.

At the last entertainment but one unusual interest in the programme was manifested by the audience before the curtain went up. Mother nudged father and pointed to something and smiled. Father smiled and buried his head in his programme and soon everybody was doing it. They were reading the advertisements and they liked them.

But that was not all. The advertisers evidently heard from it.

That was why when the mid-winter group of plays was presented the programme manager had the unique experience of being sold out before he had begun to solicit any advertisements. Every advertisement was offered voluntarily.

And the programme went to press, not only without a single proof having been shown to the advertisers, but without any advertiser having seen a line of his copy!

I introduce as exhibits in this rather amazing narrative a few of the actual advertisements. I must say in explanation of the references to "Garlic," "An Episode," and "Cooks and Cardinals," that these were the titles of three of the plays presented. So the advertisement writer might be said to have been somewhat "influenced" in his underlying idea by Rogers Peet's theatre programme advertising.

It must be admitted also that

# Follow the Sure Plan

**T**HERE is only one absolutely sure way of getting PRINTERS' INK MONTHLY regularly each month—a paid subscription.

If you haven't returned your Automatic Subscription Card, do so in time to get the March issue which is being printed now.

Perhaps you have mislaid your card. In that case, use the convenient coupon below.

## PRINTERS' INK MONTHLY

*A Journal of Printed Salesmanship*

185 MADISON AVENUE

NEW YORK

Here is the convenient coupon



Enter my  
subscription to  
**PRINTERS' INK**  
MONTHLY for one  
year.

Name .....

Address .....

Firm .....

---

# OMAHA BEE

Secures

## Chicago Tribune's

### Full Service

---

**W**E now offer to our readers National and Foreign News that has no equal, Feature Articles and Fiction for men, women and children of a most superior character, Sporting Reports by the world's foremost authorities and cartoons by such artists as McCutcheon and Orr.

The controlling interest in the Omaha BEE has been purchased by Nelson B. Updike. Charles S. Young has been appointed Vice President and General Manager.

A policy of expansion has been adopted in all departments. Typical of this is the announcement above of the securing of the Chicago Tribune's full service.

# OMAHA BEE

*Published Morning, Evening, and Sunday*

## OMAHA, NEBRASKA

*Special Representative*  
**PRUDDEN, KING & PRUDDEN, INC.**

New York  
 286 Fifth Avenue

Chicago  
 Steger Building

Boston  
 Globe Building

---

the Stationery Store profited by the more or less recent discovery by a regular advertising man that testimonials of popular and beautiful actresses make good copy.

These comments are not made in criticism. The facts noted simply prove that regular advertising is read and tinges even. Such irregular advertising as this is from the pen of Walter Hartwig, one of the Gardens Players. At least I am told Mr. Hartwig is the author.

These advertisements made as great a hit as the similar ones did before and the people laughed over them and repeated them for several days.

Read these pen pictures and see if you don't agree with the merchants that they probably made more of a dent through these unique messages which entered into the spirit of the evening than they could have by lines and lines or ordinary advertisements:

Mabel Claypoole, the star of "Garlic," says she is amazed at the superior quality of stationery, magazines, cigars, ice cream, candies and library paste that you can get at the Forest Hills stationery store, Boulevard 6324.

Finding things in one place and carefully and promptly putting them somewhere else is the exciting vocation of C. P. Gronbeck, the skillful expressman and proprietor of the new storage warehouse. If you can't live with your furniture, telephone Boulevard 6932.

A frozen water pipe is a mere "episode" in the life of Charles H. Reiss, the eminent plumber and illustrious gas fitter, on Continental Avenue.

If the "Cardinal" had only known that C. Hohnhorst, the delicatessen king on Continental Avenue, sells regular spaghetti, it all might have been avoided. Midnight sandwiches.

Walter Banowitz, phone Boulevard 6527-J, is an inspired tailor. "Anatol" claims that never has he had his trousers pressed with that insouciance that Mr. Banowitz constantly shows in his work.

If you have trouble in getting

### **Sales Promotion and Advertising Man**

A young man with advertising and wide sales experience seeks an opening where there is a real future.

He is thirty years of age, resident N. Y., has had a good education.

He made good on the road as a salesman for nine years. Has sold the retailer and the jobber.

He has had two years successful service in sales promotion and advertising.

He has good business judgment, is a thinker and an analyst. He is reliable, conscientious and a "good mixer."

The job sought is one where there is work to be done—an opportunity to learn more—and to advance.

Address C. B., Box 98, care of Printers' Ink.

## **SALES EXECUTIVE**

¶ His work for several years has been as Executive of Sales for three important concerns, one of which is the largest business of its kind in the world.

¶ His sales knowledge and resources are ample, he can organize and operate an efficient selling organization and know where he is at all the time.

¶ Now acting as Sales Engineer for several important corporations, desires to give his full time to one concern that can use all of his ability, thought, energy and where the remuneration is proportionate to the responsibility.

¶ His endorsers are men whose good opinions are respected and valued. Address H. B., Box 94, care Printers' Ink.

## Director of Distribution

### Available April First

Experienced in market analysis and development—a good will builder.

A man with a clear vision of merchandising problems plus the initiative and patience to successfully promote them.

A Yale graduate trained in law with ten years' successful executive experience.

This man seeks a connection with a strong, forward-looking organization having a real opportunity to offer. In return, he will bring not only unusual experience, but a personality and character that will be a constant source of strength.

Full particulars will be given on request.

Address:

K. D. T., Care Printers' Ink,  
833 Peoples Gas Building,  
Chicago, Illinois.

## General Manager

of prominent Canadian manufacturing company, whose claim to unusual ability is based not only on his record with present firm, but also as a consultant on production, sales and financial problems in both the United States and Canada—

**DESIRES SIMILAR POSITION WITH LARGER CONCERN.**

Age 35. Address P. F., Box 95, Printers' Ink.

on in the world telephone Boulevard 6894. You are sure to "arrive" in an Arthur J. Indorf taxicab.

My wife claims that the taxicab advertisement is misleading and thinks it should be referred to the Vigilance Committee of the Associated Advertising Clubs of the World, but I think she is hardly fair. It is true that she and a friend waited in vain for him to call for them to take them to a luncheon and they had to resort to a grocer's yellow, horse-drawn delivery wagon, to get them to the function. But that was during a big snow storm and said delivery wagon was the only thing on wheels functioning in Forest Hills that day.

Be that as it may, I contend that Player Hartwig has made out a fine case for copy and the copy-writer.

The desert of the despised local programme has been made to blossom like a real advertising rose simply by a few droplets of fresh water.

### Logansport Newspapers Merged

The *Pharos-Reporter* and the *Tribune* of Logansport, Ind., have been merged, and will be issued as the *Pharos-Tribune*, a single publication, on March 15. The *Pharos-Tribune* will be represented in the national field by Franklin P. Alcorn Company, New York.

### Liggett & Myers' Profits

Net profits of the Liggett & Myers Tobacco Company for 1919, including dividends from subsidiary companies, were \$8,917,232.70. The year previous the net profits were \$10,050,221.71.

### William Kavli Has Agency Position

William Kavli, formerly advertising manager of the Bull Tractor Company, Minneapolis, has joined the copy and plan department of Johnson, Read & Company, Chicago, after two years of war service in the navy.

### Wallace Brown's New Position

Wallace Brown has been appointed director of sales and advertising for the W. D. Block Motor Company, Detroit. Mr. Brown will retain his connection with the Wallace Brown Brunswick Shop.

# Insure *Direct* and Save Money

**I**T'S a real satisfaction to be able to do things for yourself and not have to depend on someone else—someone whose interest may not be *your* interest.



Moreover, there is not only satisfaction in doing things for yourself, but there is the element of education in learning how things are done and then doing them.

And there is not only satisfaction and education in it, but you often save time, and money too, which is just what happens when you do business with the

## POSTAL LIFE INSURANCE COMPANY

more than  
\$9,000,000  
Resources

Insurance  
in Force  
\$40,000,000

If you want information about insurance-protection, be your own agent. Simply write the POSTAL and you will get particulars by return mail. The facts and figures will be official, and a specimen Policy will be forwarded, so that you can see just what the Company contracts to do. You will find that by dealing *direct* you practically save the commissions that other companies pay their agents. You will indeed find that the POSTAL LIFE is the Company of

### Safety, Saving and Service

It is not only *safe* and not only *saves* money for you but its HEALTH BUREAU renders an important service by giving to policyholders the privilege of one free medical examination each year, so as to detect disease in time to check it; and periodical Bulletins on Health-Conservation are also sent free to policyholders.

**9½%**  
**Dividends**  
**Guaranteed**  
**in your**  
**Policy and**  
**the Usual**  
**Contingent**  
**Dividends**  
**Paid**  
**Besides**

### Find Out What You Can Save

To take advantage of POSTAL benefits and economies, call at the Company's offices or simply write and say: "Mail insurance particulars as mentioned in *PRINTERS' INK* for March 4th. In your letter be sure to give:

1. Your full name.
2. Your occupation.
3. The exact date of your birth.

You will receive full information based on official reports regularly filed with the New York State Insurance Department. Writing places you under no obligation and no agent will be sent to visit you. The resultant commission-savings go to you because you deal *direct*.



## POSTAL LIFE INSURANCE COMPANY

WM. R. MALONE, President

511 FIFTH AVENUE, Corner 43rd Street, NEW YORK

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9. MURRAY HILL. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line. Minimum order \$2.50.

JOHN IRVING ROMER, Editor  
FREDERICK C. KENDALL, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
ROY DICKINSON, Associate Editor  
R. W. PALMER, News Editor

## EDITORIAL STAFF:

C. P. Russell      Frank H. Williams  
Roland Cole      Albert E. Haase

Chicago: G. A. Nichols  
London: Thomas Russell

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NEW YORK, MARCH 4, 1920

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## Changing the Big Sales Habit

The much abused consumer has been blamed for most of our present troubles. At almost every convention the president of some association wisely remarks that the public demands the best, won't take anything else, and by clamoring for expensive merchandise keeps prices high. This sort of reasoning is applied to meat, clothing, shoes, eggs, vegetables, fish, theatre tickets, furniture and a host of other luxuries and necessities. The habit is deprecated and condemned in public, but secretly encouraged by many manufacturers and some retailers.

An association of retailers has gone on record for the necessity of making this change in buying habits. It has suggested to its members the display and advertising of economy merchandise, whereat the men who say habits can't be changed, smile cynically and ask what good can be accomplished by bucking the tide of extravagant buying. To these men we promise that if a concerted campaign of advertising is used, an old habit can be broken and a new one formed more quickly than they realize.

Advertising has been a new habit former in every line of industry, from white bath tubs to eating prepared breakfast foods. If they think the present habit of big buying is too firmly entrenched, let them consider the advertising campaign of the Gyroscope Company. This company is changing a habit at least two thousand years old. With practical, interesting copy it is changing the age-old habit of the mariner in favor of his tried and trusted magnetic compass. Here a new habit is being formed, against prejudice, in favor of a product used for 2,000 years.

The retailers who are trying to interest the public in economy merchandise have no such difficult problem.

Already the consumer has shown he is by no means prejudiced in favor of expensive merchandise. The old clothes clubs, the half-sole clubs in all parts of the country, the thousands of people who are having their suits turned, or making the old one do, give proof of a growing prejudice not for, but against high-priced merchandise. It would take little well-directed advertising to start the sort of buying which would put business and credit upon a sound foundation, instead of, on a long spiral upward, from where the fall would be hard and sudden. A gradual return to normal will hurt no one. This gradual return must come from a change in habit.

Advertising is a great habit former.



## Advertising Unconfined

The first advertisers in a field often pre-empt the most obvious advertising angle for that product. If later advertisers in the line are not able to devise a new copy approach, they are obliged to trail along behind the leaders. This is satisfactory neither to the leaders nor to the trailers. It renders the advertising of the industry commonplace and gives the popular impression that the advertisers lack resourcefulness.

A situation of this kind is hardly ever necessary, however. There are more good advertising ideas in the sea than have ever been caught. The current street car cards in behalf of Hecker's Pancake Flour show us that even the original copy angle can be easily twisted so as to make it appear entirely new. For years the Aunt Jemima people and occasionally other advertisers in the field have been stimulating the appetite of the advertising reader by showing a stack of steaming, luscious griddle cakes. This was the most obviously logical and certainly the most tempting way to advertise pancake flour. Good as it is, apparently the Hecker folk did not want to repeat this old idea. So instead they transport us to chapter two of the griddle cake episode. They show an empty plate from which the cakes have been eaten, slick and clean. Only the hand of the hungry diner, which is held out with feverish anxiety, is visible. The next installment is evidently much desired.

The reader's imagination, assisted by his hunger, quickly pictures the missing "stack of hots," and the sale is made without any more ado.

## Roosevelt as an Advertising Man

In the light of recent Government advertising activities a glance into their history may prove interesting. The paid advertising campaigns of the United States Railroad Administration, Army, Navy, Marine

Corps, Surplus Property Custodian, Shipping Board, United States Grain Corporation, and other Government departments would have startled tremendously the stand-pat Government official of three short years ago. Yet they are the product of a slow growth and a gradual evolution. Theodore Roosevelt, in March, 1907, approved paid advertising campaigns which had been prepared for the Army and Navy.

H. E. Lesan, president of the H. E. Lesan Company, supplies the following statement: "Edward Hooker, now with this agency in New York, was then associated with our St. Louis office and the first Navy contract was awarded to him.

"Through Secretary Loeb he had previously arranged, in March, 1907, to explain to the President the whole plan and idea of applying the great modern force of advertising to the securing of recruits for the Navy and War Departments. The idea seemed to appeal strongly to the President and he was very enthusiastic about it.

"Good, bully, fine; splendid idea," said President Roosevelt with characteristic emphasis when Mr. Hooker showed him the advertising plan and sample advertisements which we had designed for the Navy and War Departments.

"The Navy Department from the time of its establishment up to 1907 had depended upon recruiting stations to obtain recruits for the Navy, such stations being located principally at seaport cities and towns, with a few in the interior. Up to 1907 young men had been attracted to the Navy by means of personal solicitation supplemented by a limited number of posters.

"Acting upon the theory that there were thousands of young men, principally in the interior of the country, who did not know of the advantages of joining the Navy, it never having been presented to them in an attractive manner, the Lesan Agency prepared a plan of using agricultural

publications, daily and semi-weekly newspapers, which was designed to 'sell' the Navy to young men who desired either to see the world or to use the advantages of the Navy as part of their education. This plan was adopted by the Navy Department and its operation the first year reduced, by about one-half per man, the cost of securing recruits.

"My recollection is that the quota allowed the Navy at that time, under the law, was 65,000 enlisted men. So successful was the advertising campaign in securing recruits that it not only reduced the cost but enabled the Navy Department to tighten up its standard of qualifications for enlistment, thereby securing a much better class of men than it had been able to get previously.

"A somewhat similar advertising plan was prepared for the War Department, but unfortunately the War Department at that time could not 'see' advertising as a means of getting recruits, and the original plan presented to the War Department in 1907, now in the files of the War Department at Washington, shows that it has required thirteen years to convince the War Department that advertising is the best and most logical way to secure recruits for the Army."

Paid advertising in both the Army and Navy has greatly reduced the cost of the unit enlistment and has proved its case to many old-fashioned officers who were previously inclined to block its consideration every time the idea was proposed. It is interesting to know that a great American, always ahead of his time, was the first to give official endorsement and encouragement to so progressive and successful a policy.

### **A Chain Store Testifies for Advertising**

Every advertising man believes that advertised goods sell faster and make more profit for the dealer than unadvertised brands. Unfortunately, it is difficult to convince many deal-

ers of this fact; and, like other questions upon which definite evidence is hard to get, manufacturers generally are long on the argument proving the proposition, but short on actual evidence. Retailers usually have little respect for abstract theory, however logically its conclusions may be worked out, and are convinced only by facts derived from actual experience.

In this connection an incident was related recently which was most interesting in that it was the kind of evidence tending to prove the argument. A manufacturer putting out a well-advertised brand of tapioca had been accustomed to receive large orders from a certain chain-store purchasing agent. The orders stopped, and he was about to make an investigation, when they began to arrive again. Later again the orders were discontinued, only to begin after a considerable lapse of time.

Thoroughly interested, this manufacturer went to see the chain-store man. The explanation was that the chain store was attempting to push its own private brand. "But," said their representative, "each time we tried it our sales went right down and we got back to your advertised brand."

The path of the private brand is beset by lions. When the chain store finds difficulty in making the passage, how difficult for the ordinary dealer!

### **Must Apply the Brakes If Prices Are to Come Down**

The Standard Paint Company, manufacturer of "Ru-ber-oid" Roofing, recently informed its retail customers that prices were too high, and that the era of low prices would only come through careful buying. This remedy for high prices, in a letter sent to customers, was put in the following words:

"We advise, for the present, against purchasing felt-base products unless required for immediate use in actual construction work. Don't try to cover your future requirements.

"Prices are sure to come down if the trade will heed this note of warning. The time has arrived to apply the brakes."

All v  
same

If yo  
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is the  
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Its ed  
discrim  
time a  
FASH

RICHAR  
30 N. M

# Buying Habits



All women go shopping—but not in the same way nor for the same things. They vary in buying power and discrimination.

If you would reach the woman who really appreciates the finer things and who can afford to buy them, you must advertise in her type of magazine.

## FASHION-ART

is the one class magazine covering Middle Western society, sports, music, fashions, published for Middle Western women.

Its editorial policy has won unusual prestige with women who discriminate—it helps to form their buying habits. Time after time advertisers see how the confidence these women have in FASHION-ART is carried over into the advertising pages.

### FASHION-ART

RICHARD A. PICK, Publisher  
30 N. Michigan Ave., Chicago

Eastern Office—Aeolian Bldg.,  
33 W. 42nd St., New York

When you advertise

## IN PHILADELPHIA

don't forget to insure the co-operation of retailers by including a schedule of dealer copy in the

## RETAIL ~~and~~ LEDGER

Twice a Month; Sub. \$1.00 a Year

## Le Nouvelliste of Lyons

The best result getter in provincial France and indispensable to all advertisers in the wealthy Lyons district.

## The Peptimist

Read and believed in by  
10,000 Building Supply Dealers

Have you seen a copy?

314 New Telegraph Bldg. Detroit, Mich.



## and BUILDING MANAGEMENT

Its readers construct, equip and maintain, office and apartment buildings. They buy vast quantities of materials, equipment and supplies for this work.

City Hall Square Building, Chicago

## Office Appliances

The one journal which covers  
the field of office equipment

More than 315 manufacturers making use of every issue. Send 25 cents for sample copy.

417 So. Dearborn St., Chicago

New York Adv. Office, 508 Tribune Bldg.

## GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000 4-page Folders 3 1/4 x 6 1/4 in. \$8.00

Each additional thousand 2.50

1000 4-page Folders, 4x9 in. 10.00

Each additional thousand 3.50

1000 4-page Folders, 6x9 in. 13.00

Each additional thousand 4.50

FREE—our large package of samples

ERNEST A. FANTUS CO., Printers

525 So. Dearborn St., Chicago

## The Last Word in Folly

NEW YORK, Feb. 18, 1920.

Editor of PRINTERS' INK:

In the February 7th issue of the *Saturday Evening Post* on page 172, there appeared an advertisement of the Traffic Motor Truck Corporation from which I quote the following paragraph:

"The Traffic Motor Truck Corporation announced as its Christmas gift to its employees a \$5-a-day minimum wage scale for every employee in 1920, including porters and office boys."

Thirty dollars a week for office boys!

In these days when the whole effort of every thinking business man should be toward the settlement of labor conditions, the reduction of the cost of living and the bringing of general business back to something like normal, such an advertisement as that is almost the last word in folly.

Every business man should know that paying office boys thirty dollars a week is paying them more than they are worth, starts the boy with a wrong idea as to his value, and can be nothing but detrimental to our national business life.

In the same advertisement the advertiser gives the price of the truck, together with sound reasons as to why hauling by motor truck is more economical than hauling by horses.

How much better if the advertiser were to announce a Christmas gift to its customers (those who buy its trucks) of a reduction in the price of the truck, and then if they still show a large margin of profit, let them distribute it to their employees in the way of a pro-rated bonus.

What do you think?

J. EDW. MCGAHEEN.

## Assistant to Agency Executive

A young man now assistant to the manager of a small advertising agency desires a similar position with an executive of a larger agency, or as assistant to an advertising manager, in New York City. Desirable that position should include copywriting. Experience embraces executive work, writing trade copy, making layouts, handling art and engraving, and detail agency work. Age 25, single, college graduate with specialization in advertising. Address G. M. Box 104, care Printers' Ink.

## When the East Reaches the West LOS ANGELES EVENING HERALD

The greatest week-day  
advertising medium on  
the Pacific coast

DAILY CIRCULATION

123,305

*Now It's*  
**The Machen & Dowd Co.**  
*Advertising Agency*



**512-514 Produce Exchange Bldg., Toledo, Ohio**

*\*Formerly the Arkenberg-Machen-Dowd Co.*

**PUBLISHERS:** Please correct your mailing lists.

**DO YOU REALIZE**

That you can have a sample of your product put in every home in the fifty leading cities in the United States through the

**Cassidy Advertising Service**

WHO SPECIALIZE IN

**HOUSE TO HOUSE DISTRIBUTING**

OF ADVERTISING LITERATURE AND ADVERTISING SAMPLES

**206 N. FRONT STREET, PHILADELPHIA PA.**

*A reputation of twenty years standing*

*We solicit your inquiry*

**Population 65,000 Trading Centre for 100,000**  
 Brockton, Massachusetts. The Great Shoe City filled with workers and winners. Earning millions in wages. Paper established 1880

**Brockton Daily Enterprise**

**Printing 18,000 Daily**

Flat Commercial rates 4½ cts. per line, 63 cts. per inch

Afternoon Paper, Sells for 2 cents

Carries over a page of want advertisements



**POSTAGE**

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Send \$1.00 for 6 months.

POSTAGE, One Madison Ave., N. Y.



**Howell Cuts**

for houseorgans  
 direct mail and  
 other advertising

ask for proofs  
 Charles E. Howell, 305 Fifth Ave. New York

**"GIBBONS Knows CANADA"**

TORONTO

MONTREAL

WINNIPEG

# The Little Schoolmaster's Classroom

"WE use fifty-two covers of a trade publication a year," remarked a friend to the Schoolmaster, "and it was only six months ago that the advertising department discovered the best material to use on those covers."

"As you know, we are manufacturers of hardware for garages, office buildings, homes, etc., and it has been our custom to sew up the trade paper in the matter of front covers. They are printed in two colors and we prefer this position. It has been a practice of many years' standing."

"Up to the period mentioned, we designed what were, to all intents and purposes, straight advertisements for various lines—that is, a half-tone of a product, text and other accessories. They were commercial to a degree."

"Then someone in our own organization, who gets out a great deal among the retailers, made the suggestion that we make these covers serve an even larger purpose than a mere advertisement of a line. It was his thought to tie up the goods with institutional copy and ideas. As an indication of what he meant, I might explain that one cover, while reproducing a half-tone of a piece of hardware, visualized, also, in an attractive picture, the building boom that is on just now. A short editorial appeared directly beneath, explaining just what a busy year it promised to be, the activity in the trade and the profits that were certain to follow for the dealer. It breathed business optimism all the way through."

"Before that front cover had been printed a week, we began to receive congratulations from every conceivable source. The business paper editor wrote in to say that he was proud to run the cover, and that it was a trade stimulant, aside from its benefits to us. It had inspired an editorial on his part. Dealers and men on the road were equally enthusiastic."

"We advertised our goods, yes, but indirectly. I have said it was advertising with a larger mission and I mean just that, for all the while, we are linking our lines and the firm name with industrial growth, problems, future trade supremacy and such like. It's a great little idea, make no mistake."

\* \* \*

A stove company hit upon a plan for getting material for advertising.

It published an announcement in the local paper stating that it would give a new stove of the latest model to the person who owned the oldest stove of its make which was then in operation and had been in constant use since it was bought.

After the excitement had simmered down, the stove was located and the old lady who owned it had assured them it had been used continuously for more than twenty years, the company sent out the new stove, expecting to bring back the old one to use for advertising purposes.

To its astonishment and chagrin the owner refused to part with it even for a new stove—which upset a perfectly good advertising scheme though it gratified somewhat the pride of the manufacturer.

\* \* \*

The story of an enterprising man who was handed a lemon but immediately turned around and made out of it lemonade, which he sold at a profit, is a familiar one. But a furniture dealer out in Indianapolis has given it a new application. When we bump into a piece of hard luck or encounter an unfortunate situation, it is the temptation of all of us to conceal it, if possible, and as soon as possible to forget it. But this man not only acknowledges his unfavorable situation, but advertises it, and advertises it in such a way as



# THE BIG FIVE

National Publications  
reaching the  
**IRON  
STEEL  
METAL WORKING  
FOUNDRY  
MARINE  
BOATING  
FIELDS**

## The Penton Publishing Company

Penton Building Cleveland

New York—220 Broadway Chicago—1147 Peoples Gas Bldg.  
Pittsburgh—2149 Oliver Bldg. Washington—40 Metzgerott Bldg.  
Boston, Mass.—426 Old South Bldg.

London, England—Dorland House, 16 Regent St., S. W. 1  
Birmingham, England—Prince's Chambers

Members Audit Bureau of Circulations—  
Associated Business Papers, Inc.



**GEORGE SETON THOMPSON CO.****Sales Promotion Literature**

Planning—Copy and Art—Printing  
Colorgrams—House Organs  
Booklets—Catalogs

122 WEST POLK STREET

Phone, Wabash 7316

CHICAGO

## Advertising Manager or Agency Copy Man

If you need a man in either capacity, let me hear from you. Experienced!—yes. Employed!—yes. Versatile; no job in my line too big, as work and references I can lay before you will amply go to show.

Address: V. L., Box 100, Printers' Ink.

## House Organ Contributions

Live special articles, anecdotal and epigrammatic matter supplied at a moderate charge. Send sample copies of your House Organ and Sales Bulletin and I'll submit sample copy of specially prepared matter. No obligation.

John J. Lutge

263 Ninth Ave. New York City

## 10,000 Letter Heads \$25.00

Extra good grade bond paper. Highest quality printing. Dust proof packages. A 100 PER CENT SAVING AND BETTER LOOKING LETTERS. Send for samples.

## Sprinkle Brothers, Printers

Martinsburg, West Va.

## The RICHEY DATA SERVICE

Why are leading institutions from coast to coast using this convenient data on sales, advertising and business conditions? Ask for the January Bulletin—Sent you free.

THE RICHEY DATA SERVICE

403 Meridian Life Bldg., Indianapolis, U. S. A.

## Mail Order ADVERTISING

It is widely recognized that mail-order advertising requires exceptional experience, skill and resourcefulness. We have that. Often we increase receipts 25% to 100% with little or no additional advertising expense. Always pleased to give information. Write, call or phone. 220 West 42nd St., New York City. Phone Bryant 5907.

**SCOTT & SCOTT**

to attract attention and to secure good will.

Most retailers acknowledge the shortage of goods that has prevailed for the last few months, but not all of them like to admit that they, personally, have been affected. They are tempted to let the public believe that they are as well prepared to take care of their wants as ever. The W. H. Messenger Company, of Indianapolis, however, recently purchased space to inform the public in so many words that it was impossible to obtain full delivery of goods ordered. It went on to say:

"This store has not and does not make any unsupported statements about 'immense stocks,' 'our overstocked condition' or other similar dreams. NO store to-day can get all the *desirable* merchandise it can sell.

"We are simply doing our very best to procure all the goods possible to go as far as we can in filling the demands of our trade. We never allow our eagerness to overcome our judgment, and we accept nothing that is not up to our standards. We prefer to sell less, if necessary, and have it *right* than to sell more and risk displeasing customers."

The Schoolmaster has watched with mingled curiosity and admiration, the advertising methods adopted by the American Chain Company, Inc., and adhered to for so many years, despite the harsh criticisms of those who do not agree with these methods.

Two things have always been characteristic of the advertising: It is, for the most part, frankly negative.

And it is founded on news, whenever and wherever possible.

It was this company's adver-

## ED. HAUBRICH

designs booklets, everything  
for advertisers and printers

110 W. 34 St. NEW YORK

Room 1202. Phone Greeley 3948

tising department that adopted the policy, in New York, of sending an artist around on rainy, wet days, with a sketch book, to make free hand drawings of cars found wearing Weed Chains.

The note book, sketch and all, was reproduced the next day in newspapers with a word or two of text complimenting the owner of the car, giving the number of the machine, its make, etc.

The Schoolmaster believes this to be alert, active, and popular advertising.

In the meanwhile, agents in cities everywhere, handling Weed Chains, are educated to carry on similar campaigns and to take immediate advantage of anything which might make live copy.

The dealers of Providence clubbed together just the other day, and bought a page in the *Providence Journal* to emphasize an article that had appeared in another newspaper shortly before. This news told of the queer antics of an automobile on a slippery, snow-covered street. It "turned completely around, hits the curb, skids and runs up on sidewalk." The newspaper featured the story to the extent of having its staff photographer make a snap of the two accidents that were described, all due to skidding.

With workmanlike rapidity and salesmanship, the dealers who handled Weed Chains in that town bought the full page, reproduced the newspaper article in its entirety, with the significant headlines: "Weed Chains in the garage don't prevent skids. Let this incident be a lesson to all motorists. It may be your turn next."

The advertisement attracted wide attention, of course, and resulted in many sales of sets of chains.

**Sends \$1 for 6 Numbers**

WESTERN ADVERTISING the monthly magazine of ideas, information, inspiration. Tells business men what they want to know about Advertising. Keeps you posted on Western conditions. A necessity for progressive men. \$3.00 a year.

**WESTERN ADVERTISING**  
SAN FRANCISCO

## Advertising Manager Retail Men's Wear

One of our clients requires the services of a full-fledged Advertising Manager. Located in city of quarter million. Largest fine institution in city. Applicant must have had experience in high-grade men's wear practice. Please tell us about yourself. Information confidentially treated. Address

**WALTER M. STEIN**

*Director of Sales*

**JACOB MILLER SONS & CO.**  
16th & Reed Sts. Philadelphia

*Weavers of Shirts*  
*Makers of EAGLE SHIRTS*

**This should interest you  
when you wish high class  
Commercial Art Work.**

We employ only the best artists, designers and retouchers.

We charge only a fair profit on all work.

We deliver when we say we will.

We are thoroughly commercial.

The  
**S&S**  
Company  
35-37 W. New York  
39th St. City  
Telephone Murray Hill 6458

**SALES MANAGEMENT**

A "brass tack" magazine that keeps you posted how others are building better salesmen, speeding up sales, putting more pull in sales letters, cutting sales costs, etc. Over 6,000 sales executives read it. Published monthly by leading clearing-house for sales information. *Each Copy 5c. \$2.50 a year.*

**SPECIAL OFFER:** Send one dollar for four months' trial subscription and FREE assortment of Salesmen's Selling and Advertising plans used by leading salesmen to overcome such objections as "Not interested," "Name hard to remember," etc. Money back on request.

**The Dartnell Corporation, 1200 South City, Chicago**

**ART IDEAS**

for NEWSPAPER  
or MAGAZINE  
ADVERTISEMENTS  
..PO..TER..

*Studio of*  
**ALFRED JACKSON**  
116 W 39th St.-New York

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty cents a line for each insertion. No order accepted for less than two dollars and fifty cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

### HELP WANTED

#### WANTED

2 photo-retouchers and letter artist. Steady work, good pay.

HOWARD-WESSON-CO.  
WORCESTER, MASS.

Circulation man wanted, who can produce results. Must know where to get right kind of solicitors in the East. Exceptionally good field. Country Homes Magazine, No. 335 North Charles St., Baltimore, Maryland.

**Wanted**—A high-grade man of experience to edit house organs, write publicity, etc., by large motor truck manufacturer in the Middle West. State age, qualifications and salary expected. Address Box 628, Printers' Ink.

Important educational institution has permanent position for high-class salesman capable of earning better than six thousand a year. Give full particulars in first letter. All information strictly confidential. Address 607 Lafayette Bldg., Philadelphia, Pa.

Wanted by middle western advertising agency man or woman who has had experience in research and statistical work in large advertising agency. State age, experience and salary in first letter. Box 649, P. I.

**MAN POWER WANTED FOR THE PACIFIC COAST.** Three of the best heads in the United States, with or without capital—one for plans and copy, one for art work and one for sales work—can get in touch with a well-established nucleus with which to form an advertising and selling organization that will dominate the Pacific Coast (now ripe for profitable development) by writing Box 644, Printers' Ink.

### ADVERTISING MANAGER

A large concern in New York City with a national reputation, adding new lines which will also be extensively advertised, is seeking a man with experience or will consider an assistant to present advertising manager. This position is attractive, and a bright future is assured for right man. Write, state age, experience and salary expected. "National," 611 World Building, New York.

**Wanted**—Copy writer who can lay out and write agricultural advertising and follow-up. Capable of taking charge of copy department of Advertising Agency. Single man with agency experience preferred. State age, experience and salary wanted in application. Address Box 743, Des Moines, Iowa.

## Two A1 Solicitors

who control one or more National accounts, can make advantageous connections with a big-and-growing New York City Agency. Box 624, Printers' Ink.

## Experienced Typographic Layout Man

wanted, on spare time, to suggest typographic treatment and arrangement and make working layouts for newspaper advertisements. Address National Advertiser, Box 635, care of Printers' Ink.

**Wanted:** By The Thermal Syndicate, Ltd., Chemists' Building, New York, technical salesman to develop the applications of vitreosil (fused pure silica) ware for gas and electrical lighting, electrical insulation, and similar fields outside of the chemical industry in which vitreosil is now a standard engineering material.

Experience in similar work preferable but ability to present a new technical proposition convincingly is of the first importance. Address Box 647, P. I. giving all particulars which you consider necessary for an intelligent consideration of your application.

## Copy and Layout Man for Cleveland

Excellent chance for agency-experienced copy, layout and plan man to step into a real position and soon be copy chief in new, fast-growing branch, national agency.

Must be able to write pulling trade paper, magazine and newspaper copy; mail-order experience an asset. Not an ordinary agency copy writer's job, but an opportunity that should satisfy a clean-cut, ambitious man from 26 to 36. Give full particulars as to experience and salary, also when available. Submit samples. Box 634, Printers' Ink.

**COPY WRITER**

An opportunity to locate with the strongest agency in the great Southwest, where advertising is increasing by leaps and bounds. Experienced, all-round agency copy man wanted at once. Send samples and full details, stating salary required. **Southwestern Advertising Company, Bitting Bldg., Wichita, Kansas.**

## Opening for Young Artist On Advertising Work

Young man as assistant on layout and art work in advertising department of leading engineering periodical; state age, experience and salary desired. Permanent. Box 651, Printers' Ink.

## ADVERTISING SALESMAN

One of Ohio's leading newspapers has an opening for a young, energetic man, who can sell and write advertising. Many and frequent opportunities for advancement. Write, giving full particulars, to Box 646, Printers' Ink.

## WANTED

In Advertising Department of large manufacturing concern located in Western Pennsylvania, an experienced man to handle follow-up sales campaign.

Must be able to prepare circulars and write strong sales-getting letters on technical products. Close co-operation with sales branches and men on road very important.

Give references and full particulars regarding experience, age and salary expected in reply.

Address Box 645, Printers' Ink.

**CORRESPONDENT:** We want a master sales-correspondent. Not a clever word-wizard nor a dry-as-dust "Dear-sir and Yours-truly" man, but a real, dyed-in-the-wool, trained-by-experience man, who can dictate hearty, human letters with the gimp and get-there from salutation to signature. He must be a proven producer, a consistent result getter, of good character and habits. Salary, \$75 a week to start, after which the right man should be able to dictate his own salary. Tell us your age, outline your experience, give us names of men who know what you can do and prove to us by your letter that you are just the man for the job. A middle western city—not a small town—and a great place to live. Address: Box 640, Printers' Ink.

## Advertisement Writer

There is a place for an advertisement writer under 40 on foremost engineering journal noted for originality in advertising methods. Opportunity for man of practical copy-writing experience to make his own place in a successful, progressive publishing house founded on a fundamental industry. Address, giving practical advertising experience, age and education. Box 650, Printers' Ink.

### Assistant Advertising Manager

Wanted thoroughly experienced assistant advertising manager who has had experience in the writing of catalogs, circulars and articles for trade journals, by a manufacturer of lighting, heating and welding specialties. Man preferred who has had sales and organizing experience and can serve as assistant sales manager. Applicant should state age, education, antecedents, various experience and salary expected. Address P. O. Box No. 272, Grand Central Post Office Station, New York City.

**MAIL ORDER ASSISTANT MANAGER, AROUND 30 YEARS. ONE WHO UNDERSTANDS AND HAS HAD THOROUGH EXPERIENCE IN EVERY DETAIL OF THE MAIL ORDER BUSINESS FOR A JEWELRY CONCERN, BUT IT IS NOT ESSENTIAL THAT HE HAD JEWELRY EXPERIENCE. STATE AGE, SALARY EXPECTED AND EXPERIENCE. PERMANENT POSITION. EXCELLENT CHANCES FOR ADVANCEMENT. BOX 625, PRINTERS' INK.**

## Advertising Writer and Correspondent

We have a \$500-a-month position for a man who can dictate sales letters that get the business. He must be a letter strategist, must understand human nature, must know how to put the inspirational appeal into a business proposition—and must be able to get results at once and keep it up consistently.

Besides dictation, he will write a 32-page monthly house-organ, a semi-monthly miniature newspaper and produce direct mailings if needed. We want to know that the applicant can dictate real sales letters, that he can write a real house-organ and that he has a fund of worth-while ideas that will produce. He must have a broad experience, be a worker, and a proven producer. In your letter state age, enclose copies of dictated letters, send samples of direct-mail matter, outline your experience, give references and say when you can go to work. Location, Indianapolis. Address: Box 639, Printers' Ink.

### MISCELLANEOUS

For Sale: 44x64 Lithographing Transfer press for belted drive, manufactured by the Aluminum Press Co. National Ptg. & Eng. Co., 7th and Elm Sts., St. Louis, Mo.

Current newspaper clippings furnished for personal or business requirements on any subject. Write for our reasonable rates. Western Trade Paper News Service, P. O. Box 929, Denver, Colo.

#### FOR SALE

G2 Graphotype, 100-Volt Motor, No. 4 Dies. In excellent condition and practically new. Price very reasonable. Address Box 626, care of Printers' Ink.

First-class printer, 67 miles from N. Y., can take on more house-organs, booklets, catalogs. Good work, fair prices, prompt delivery. N. Y. ref. Samples furnished. Stryker Press, Washington, N. J.

#### FOR SALE

A manufacturing business in Ohio producing advertising specialties. Parties owning stock desire to discontinue active work. Plenty of business and a great opportunity. Requires about \$35,000 cash. Box 623, Printers' Ink.

#### Printing Plants and Businesses

Bought and Sold

Printers' Outfitters

American Type Founders' Products

Printers' and Bookbinders'

Machinery of Every Description

CONNOR, FENDLER & CO.

Ninety-six Beekman St.

New York City

#### POSITIONS WANTED

**Young Woman Seeks** advertising opportunity. Thorough publishing house experience qualifies her for responsible position in advertising or editorial work. Minimum salary, \$30. Box 638, P. I.

**Asst. Adv. Mgr.—Copy Writer**

Young man; 21, 3 years' advertising experience, writer of forceful technical and trade paper advertising copy, desires position as Asst. Adv. Mgr. or Copy Writer. Box 654, Printers' Ink.

Have you an opening for young man, 31, American, married, competent stenographer-secretary, practical accountant, good correspondent, not afraid of work. 12 years' broad business experience. Now employed. \$50 per week required to start. Box 633, Printers' Ink.

#### Advertising Solicitor

Or

#### Advertising Manager

Open for proposition. I have a proven record. Will accept managership or as representative in exclusive territory. Trade paper experience. Address Box 658, Printers' Ink.

#### ASSISTANT TO EXECUTIVE

Young man, 24 years old, married, now employed, seeks position with advertising agency; 5 years' experience with national publication, 1 year with agency. Understands production work. Have interviewed publishers representatives and clients. Pleasing personality, initiative and common sense. Excellent credentials. Box 637, Printers' Ink.

**Advertising Production Manager** with unusual abilities for getting maximum results out of type, art and paper at minimum costs, desires connection with progressive agency or manufacturer. Box 627, Printers' Ink.

#### ON PART TIME

Man experienced in newspaper, magazine, trade paper and direct mail advertising with big N. Y. firms open for part time as advertising counsel and writer. Reasonable rates. Box 622, P. I.

#### ARTIST

Young woman connected with large metropolitan department store. Would like position as staff artist in New York store or on syndicate service. Several years' experience newspaper ad work. References. Address: Box 643, P. I.

#### Can You Place This Experience?

Thorough knowledge of agency routine detail, general merchandise and other capabilities attained through connections with advertising agency, mail-order house, jobber magazine. I am 26, married, have pep, initiative and can furnish excellent references. Box 632, P. I.

Sales and advertising executive is ready to step in and prove his ability by speeding up your marketing machinery and sales organization to maximum efficiency; work out sales producing plans for reaching the largest possible cost. My sales promotion plans will interest you. Box 631, Printers' Ink.

#### ADVERTISING

Young man, 19, "live wire," desires position with newspaper, magazine or agency; a concern where a fellow full of pep can prove that he has the qualifications to make good. Three years with agency, 8 months make-up man and head of copy and detail department of newspaper. Box 656, Printers' Ink.

#### I Want a Merchandising Job

I want to put goods on dealers' shelves and move them off.

Have ideas and the practical experience to put them to work.

Have surveyed markets, gotten out printed matter and prepared complete advertisements.

Nine years' advertising experience with two manufacturers and an agency, nationally known.

Location is immaterial. Salary \$4,000. Box 629, Printers' Ink.

#### An Advertising Man With Technical Training

Eight years' experience writing technical articles and advertisements.

Has advertising and merchandising ideas and the practical experience to put them to work.

Has surveyed markets, gotten out printed matter and prepared complete advertisements for two nationally known manufacturers and an agency. Salary \$4,000. Address: Box 652, P. I.

As magazine editor or assistant editor. 15 years' experience. Shrewd judge of distinction in all the arts. Witty and satirical writer. Drama and aviation specialties. Sound editor of fiction, sport and news. Highly educated. Box 636, Printers' Ink.

Advertising Executive, at present advertising manager of prominent weekly trade paper, seeks change. Experience as Solicitor, Office Manager, Copy Writer and Advertising Manager, both general and trade fields, covers period of more than twelve years. Earnings this year should approximate \$4500. Age 38, married. Now in N. Y. City, but will go anywhere. Address Box 657, P. I.

#### ADVERTISING MAN

(27), mechanical production work; devise attractive layouts; write copy; thorough knowledge of printing; all details; 6 years' agency and merchandising experience. 4 years advertising manager with nationally known hardware manufacturer. Now with high-grade New York Agency. A-1 recommendations. Location in New York City or vicinity preferred. Address: Box 641, P. I.

(Woman) thoroughly experienced in all branches of advertising, including agency, publication, sales promotion work. Present connection with advertising agency terminates in week account firm moving east. Can handle all branches of detail, advertising layouts, art work, purchase engravings. Also capable corres., office mgr., secy. Seeking position, preferably in Chicago, paying \$40 a week. Address A. L. M., 154 W. Marquette Rd., Chicago.

### Advertising Manager

He heads a young advertising agency, but can do his best work with a worthwhile organization as a producer. He knows merchandising, has ideas and can originate earnest selling copy. He has studied trade conditions around the world during four years abroad. He has touched a number of lines, with his widest experience in the sporting goods and electrical lines. He is 31 years old and married. Printers' Ink has published and paid for the work of his pen. Address P. O. Box 374, City Hall Station, New York City.

#### Of Interest to

### ADVERTISING and SALES MANAGERS

Can you use an ambitious, energetic young man, 29 years old? Four years' traveling experience, sales and advertising department large concern. Good business education gained from study and experience. This young man desires a position in advertising department of a progressive concern, department store or agency, where he can train under an experienced advertising man. If you want a hard worker, broad-minded young man who is willing to learn and looking for a future, get in touch with this man. He can furnish A1 references, and will be available about April 15th. Prefers location in Southern States. Address Box 630, Printers' Ink.

Agency Copy Writer or Service Man; age 23, formerly assistant ad-manager in motor truck concern. Technical and College Education; experienced on house-organs and catalogues, as well as service and layout work. Immediately available. Box 653, Printers' Ink.

### My Advertising

Sales Promotion and Publicity Plans Are Increasing the Business of the World's Best Known Corporation. I Have Charge of Its Publicity. For Several Years, It Will Be Unable To Satisfy Demands For Its Products. Therefore, I Seek a Bigger Opportunity With a Reputable Concern, Which Can Use My Services To Increase Its Business. Box 642, Printers' Ink.

### \$110,750 Net Business by Mail \$9,000 of Advertising

This man created mail orders amounting to \$110,750 net last season with only \$9,000 invested in advertising space. And this amount is in addition to the business procured by several salesmen whose efforts were directed by him. Now employed, but will consider another position only with an organization that values good will above everything. \$110,750 NET BUSINESS BY MAIL WITH BUT \$9,000 OF ADVERTISING—what salary would such a man be worth to your business. Box 655, P. I.

## BINDERS FOR PRINTERS' INK

### \$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken Book Cloth; lettered in gold.

### Printers' Ink Publishing Co.

185 Madison Ave. - - - New York

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"All Over the Country"

Thos. Cusack Co.

# Outdoor Advertising



A practical demonstration of efficient  
National Advertising Service

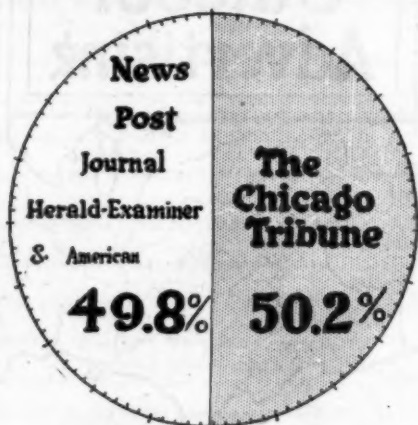
Thos. Cusack Co.

Chicago

New York

# In Want-Ads

The Chicago Tribune Ran More Lineage in 1919  
Than All Other Chicago Papers Combined



A fraction of Chicago Tribune want-ads direct that answers be sent in care of The Tribune. Replies received by The Tribune to this one type of want-ads averaged 61,349 per week during 1919. The Chicago circulation claimed by the leading national periodical is 62,498.

In other words, the direct mail responses every week to one subdivision of Chicago Tribune advertising is about the same as the Chicago circulation of this weekly.

"National advertisers" should study these figures. The greatest medium for national advertising in The Chicago Territory is

## The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

400,000 Daily

750,000 Sunday